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BOY GEORGE

POLICE'S STING

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NO. 254 April 1985

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SPECIAL ROCK ISSUE

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NUMBER 254 APRIL 1985

MAD

"Practice makes perfect... except with Russian Roulette, where practice just makes a mess!"

—Alfred E. Neuman

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the usual gang of idiots

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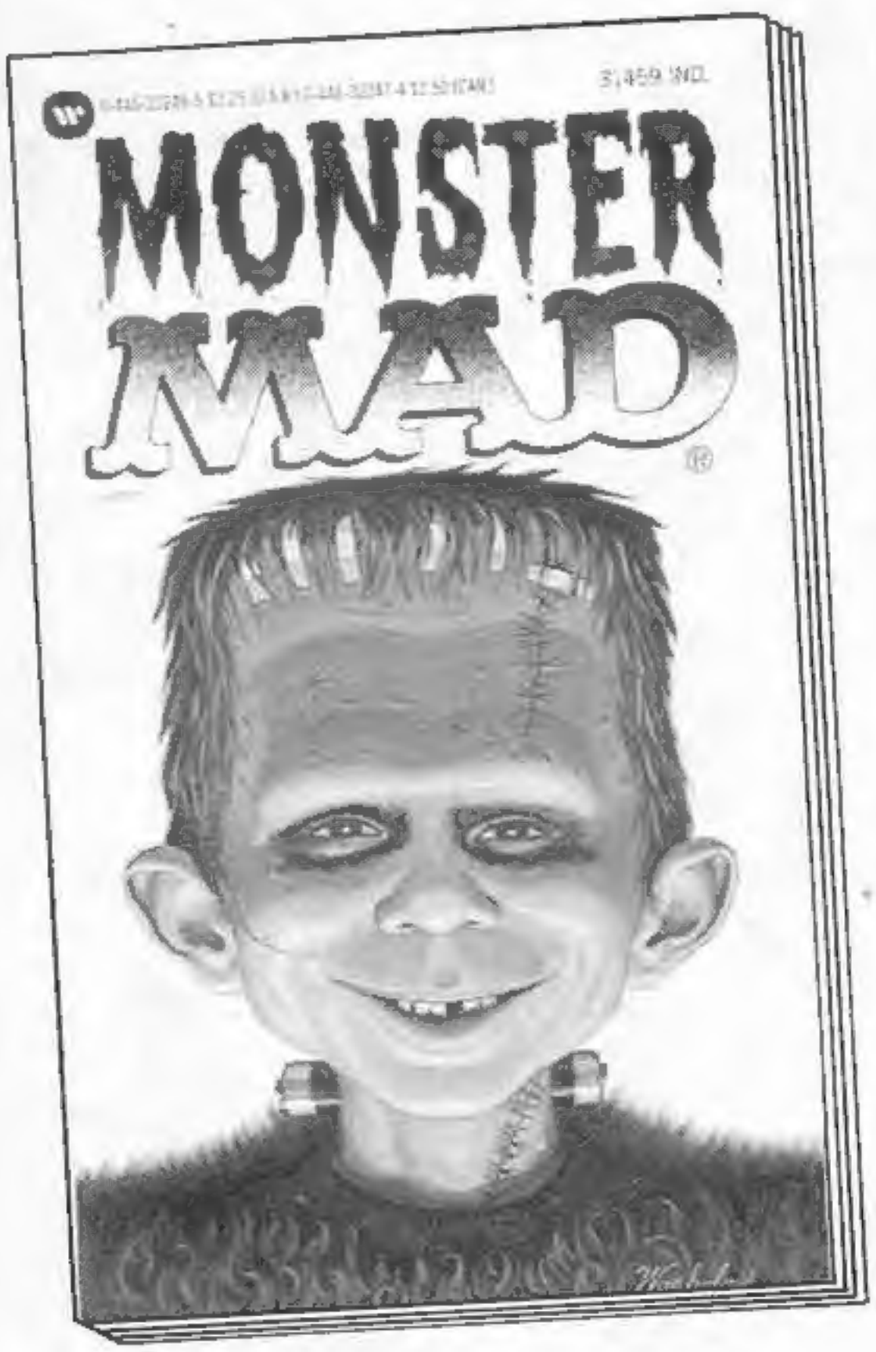

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LETTERS AND TOMATOES DEPT.

MAD #252

You guys goofed on the cover of MAD #252. A blue sky in New York City?!? Come on! The air hasn't been that clean and clear in 50 years!

Geppe Lafada
Staten Island, NY

Ears to you guys for the cover of MAD #252! I lobed it!

Francine Gordon
Cleveland, OH

POETRY & NOTION

MAD #252 helped me out in school! In my Language Arts Class we were supposed to write down one of our favorite poems and illustrate it. I couldn't think of anything. Then I read "Poems To Inspire You And Bring Hope To Your Heart." I liked them so I used the "Blessings" poem. After the teacher read it I saw her look at me funny. But she gave me an A! Now how about doing my homework?

Kyle Kirby
Lake City, SC

Sure! The answers for your homework tonight are: 1492, 1776, Eli Whitney, Albany, 116 and Silver.—Ed.

A JAFFEE IMITATOR

Thought you might like to see this cartoon from the October 25, 1984 edition of the local paper.

Jeff Acker
Greenville, SC

FALLING MADLY IN LOVE

How you helped shape our lives! On Sunday, Jan. 16, 1960, I was sitting in a cafe in Waukesha, Wisconsin reading a copy of MAD—or should I say trying to read a copy of MAD! The problem was my eyes kept wandering over to this sweet little redhead seated at the counter. Every time I looked over, she was looking at me! Finally, she got up and headed straight for my table. My heart began to pound. She leaned against the wall beside me and asked if she could read my copy of MAD, which she had never seen before. I said "no," but it didn't seem to matter to her. She was so intrigued that she ripped the magazine out of my hands and sat down beside me. A little angry, I took her firmly by the shoulders, turned her against my chest with her head resting on my shoulder and we read the MAD together. We were married in May 1961. It's now 25 years, five children and eight grandchildren later. We still read MAD together! We often wish we still had the copy of MAD I was reading when we met, but we weren't smart enough to save it. Nevertheless, we are still mad about MAD and can't seem to break the habit!

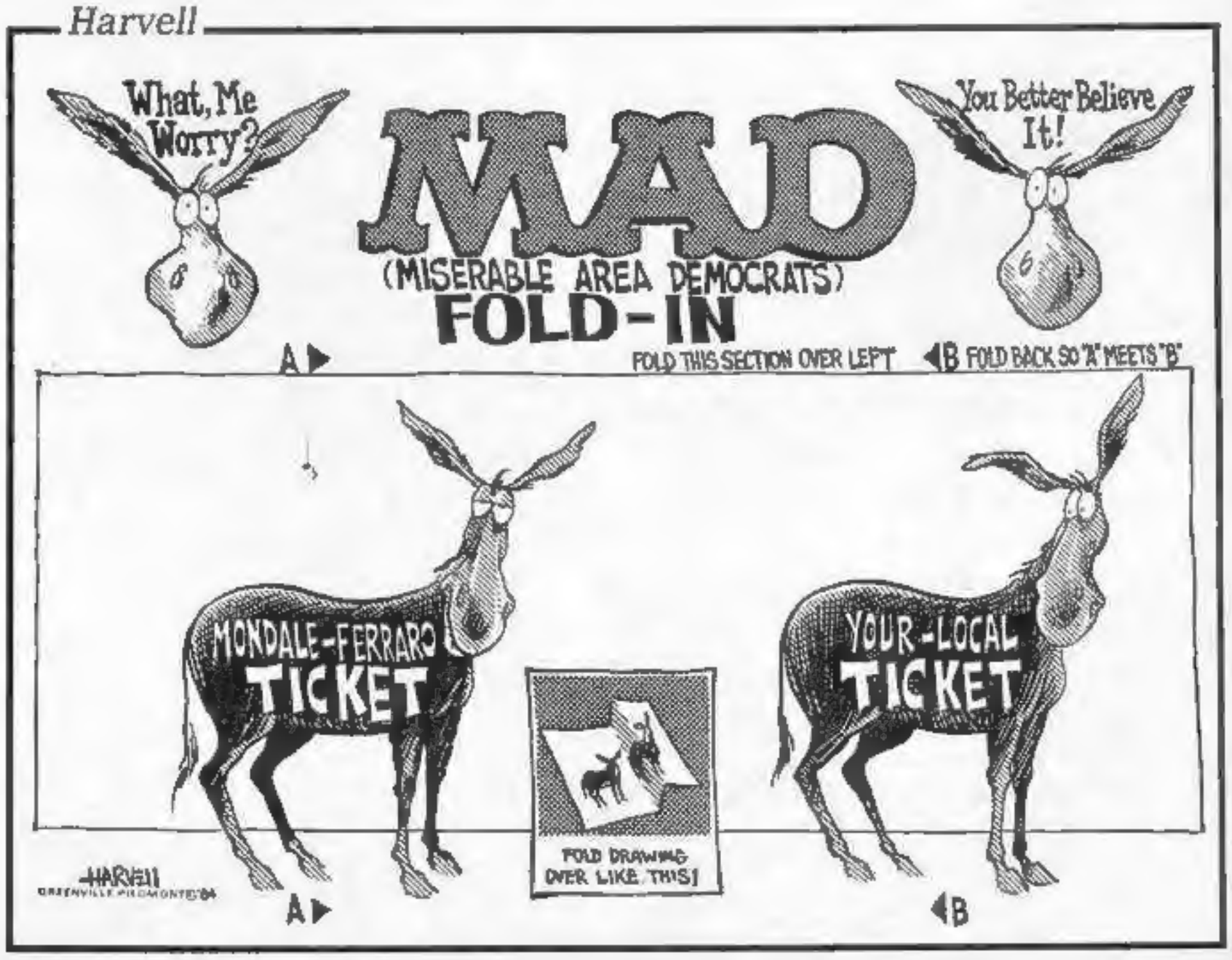
Harlan E. Van Kirk
Phoenix, AZ

BORN LOSERS

Our first car was an Edsel; We thought the Beatles were a fad. We voted for Nixon (twice); Bought gold at the $800 price. We invested in Iranian oil stocks; Suffered through swine flu shots. We bought our vacation home on Three Mile Island; Sent our son to Medical school in Grenada. Enclosed please find a check for $25 for 24 more issues of MAD.

The Mumma Family
West Islip, NY

Harvell



LETTER OF THE MONTH

THE MAD MINUTE

"The MAD Minute" is an ongoing series of (alleged) funny radio routines performed by MAD writer Dick DeBartolo. Over the next few issues, we'll list, by state, the radio stations now playing the Minute. When we publish your state, if your favorite station isn't listed, send us their name and address. We'll make sure they start receiving the tape. Send the station's name and address to: The MAD Minute, c/o MAD Magazine, 485 MADison Avenue, New York, NY 10022

MASSACHUSETTES
WRKO, Boston

MAINE
WGAN, Biddeford
WABI, Bangor
WLBZ, Bangor

VERMONT
WKVT, Brattleboro
WTSA, Brattleboro

NEW YORK
WNYU, New York
WNBC, New York
WBLS, New York
WNEW, New York
WPIX, New York
WOR, New York
WABC, New York
WCBS, New York
WMCA, New York
WPLJ, New York
WHBC, New York
WKTU, New York
WHN, New York
WYNY, New York
WAPP, Fresh Meadows
WRCN, Riverhead
WLNG, Sag Harbor
WWWD, Schenectady
WSYR, Syracuse

ALASKA
KTNX, Anchorage
KWHL, Anchorage

CANADA
CJAT, Trail BC
CKOV, Kelowna
CKLN, Penticton
CFEL Kamloops
CJCI, Prince George
CKLG, Vancouver
CFUN, Vancouver
FM97, Vancouver
CISL, Richmond
CHTK, Prince Rupert
CKDA, Victoria

CALIFORNIA
KLOS, Los Angeles
KMET, Hollywood
KNAC, Long Beach
KROQ, Pasadena
KGB, San Diego
KPRI, San Diego
KTYD, Santa Barbara
KBOS, Tulare
KSLY, San Luis Obispo
KKDJ, Fresno
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KOAK, San Francisco
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KCBS, San Francisco
KMEL, San Francisco
KYA, Sacramento
KZAP, Sacramento
KFBK, Sacramento
KSJO, San Jose
KOME, San Jose
KWSS, San Jose
KFTY, Modesto

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KRZY, Salem
KGAY, Salem
KSLM, Salem
KWSN, Coos Bay

WASHINGTON
KIT, Yakima
KXLY, Spokane
KGA, Spokane
KXXR, Spokane

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KAZY, Denver
KBOL, Boulder
KOSI, Pueblo
KDZA, Pueblo
KIDK, Pueblo
KPUB, Pueblo

UTAH
KLUB, Salt Lake City
KALL, Salt Lake City
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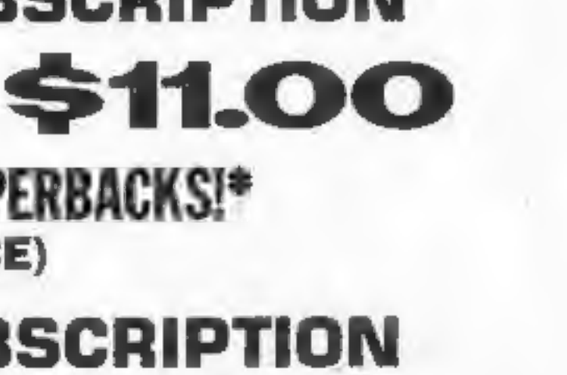

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Hi! I'm **Cindy Lauper,** and I've told you ***time after time*** that ***girls just want to have fun!*** But **not today!** Today, I'm here with an **important warning... ROCK VIDEO IN THE WRONG HANDS CAN BE DANGEROUS!** Tell 'em all about it, B.G.!

Cindy's **right!** With Rock Video **growing** in **popularity** every day, how long do you think it's going to be before a **"Special Interest Group"** hires some ***chameleon* Rock Performer—*a man without conviction***—to make a **special Video** that plugs its **own biased point of view?!?** What a ***drag*** that'll be! Somebody ought to call **"The Police"!** Right, Sting?

Right! We **already saw** the **first** signs of it when **Michael Jackson sold out,** and did one of **his hits** for those lousy **Pepsi commercials!** We think it's only a matter of **time** before... ***with every breath you take***... you'll **be seeing** Rock Stars like Michael—and **us**—doing

CAPTAIN LOU!

DON'T CLUB SEALS... CLUB CULTURE

SUPPORT POLICE BRUTALITY

MORT DRUCKER

ROCK VIDEO PRODUCED BY PRESSURE GROUPS

ARTIST: MORT DRUCKER WRITER: FRANK JACOBS

"KILLER"* as presented by Outraged Environmentalists

*sung to the tune of "Thriller"

It's far from mid-night...
And yet there's murky darkness
in the skies!
It should be day-light...
But you can't see your hand
before your eyes!

The fact'ry smoke
pours out and soon you've trouble
with your breath-ing!
You start to choke
and pray that from this evil you'll survive—
YOU'RE HALF ALIVE!

INDUSTRY

WATT'S WRONG

'Cause it's
a killer,
killer!

Right!

Your lungs are turning black
and they are not a pretty sight!
A deadly killer, killer!

Right!

And we're in a losing
fight
against that
killer, killer!

That's right!

Down by the sea-shore...
A tanker's leaking
icky globs of goo!
And soon there'll be... more—
Another tanker's
breaking right in two!

OILY BIRD

IT'S A SLICK WORLD

OPEC

Just watch it spread—
And all along the shore
you can be see-ing
Fish floating dead—
And soon they'll wash up on the beach as well—
Yecch! What a smell!

Cause it's a killer spiller!

Right!

So kiss off your fav'rite beach, which now is black instead of white! A stinking killer spiller!

Right!

What a ghastly, gruesome sight made by that killer spiller!

That's right!

SANDS OF GRIME...

Deadlier still
Are those poisons that kill
in those pest-i-cides!
There's no escapin' the grave
where forever you'll stay—
IT SURE CAN RUIN YOUR DAY!

They're out to get... you
With horrible
pollutants that destroy!
And you can bet... you
won't find that it's
a feeling you enjoy!

Then comes the night
When suddenly from fall-out
you are glow-ing!
You're shining bright—
You'd like to see tomorrow, but don't try!
Just wave goodbye!

Cause it's a killer, killer light!
And you hair falls
on the pavement
And your insides
don't work right!

It's one more killer, killer!

Right!

No wonder we're up-tight from ev'ry killer—

spiller—

driller—

chiller—

that we fight!

"PRAY, PRAY, PRAY"* as presented by Prayer-in-School Fanatics

**sung to the tune of "Say, Say, Say"*

Pray, pray, pray—
When you like!
Who cares... what... those
Creep heathens tell you!

Make, make, make
Your voice heard!
The worst... you'll get
Is they'll expel you!

All a-lone...
God sits there by His phone,
Waiting for... your
Pray-ing!

Young or old,
You'll reach Him, like we're told;
You won't be put on hold;
You know he's there for

You,
you,
you,
you!

Pray, pray, pray—
All you like!
Believe... us... He'll
Never fail you!

Know, know, know
He'll be there!
Just don't... blame... Him
If they jail you!

What can you say
When they won't let you pray?
Maybe we... can
Aid you!

BILLY'S CLUB

ETC... ETC...

R ROMAN

P PRAY'R

HOLY BIBLE

ALL'S WELL THAT'S FALWELL!

We suggest
That if you flunk a test,
Say you can't do your best
Unless you're praying!
Yeah, yeah,
yeah,
yeah!

Pray, pray, pray
All day long!
Punch out any-one
Who tries to stop you!
Then pray, pray, pray
All you can
That they won't throw the book at you!

PRAY FOR PRAYER

DID YOU PRAY TODAY?

PRAY OR ELSE!

SAY IT WITH PRAYER

PRAY AT HOME

PRAY IN CHURCH

NOT IN SCHOOL

God isn't through!
He can see me and you!
He's behind us...
al-ways!

Don't despair
If you hear Him declare,
"YOU DON'T HAVE A PRAY'R!"
Just keep on trying!
Yeah, yeah, yeah!

Pray, pray, pray!
Yeah, yeah, yeah!
Pray, pray, pray!
Yeah, yeah, yeah!
Pray, pray, pray!

Pray, pray, pray!
Yeah, yeah, yeah!
Pray, pray, pray!
Yeah, yeah, yeah!
Pray, pray, pray!

"BAN IT"* as presented by Angry Reactionaries

*sung to the tune of "Beat It"

They're showin' flicks
with too much sex around here!
Don't wanna see that filth—
It better disappear!
There's hatred in our eyes,
And our words are really clear—
We'll ban it! Yeah, ban it!

GIRLS!

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A book that's dirty
don't deserve no applause!
All folks who read it
aid the Communist cause!
Who cares about their rights?
And to hell with local laws—
We'll ban it! We don't want it around!

Just ban it! Ban it! Ban it! Ban it!
Nail the pinkos who be-gan it!
We'll show how moral and clean we can be—
Kickin' out creeps who act diff-er-ent-ly!

Just ban it, ban it!
Just ban it, ban it!
Just ban it, ban it!
Just ban it, ban it!

FILTHY BOOK

We're down on progress—
It's another dumb fad!

Things that offend us,
They just gotta be bad!

And once we wipe 'em out,
We'll take this issue of "Mad"

And ban it!
Yeah, ban it!

So here's our warning—
Better turn back the clock!
No more abortions!
Women's rights are a crock!
And then we'll take that crap
they're callin' vid-e-o rock
And ban it! We don't want it around!

2 RIGHT WINGS ON EVERY CHICKEN

NO ERA

Just ban it! Ban it!
Ban it! Ban it!
When a George looks like a Janet!
Weirdos like that
are disgusting to view!
Better they're locked
in a cage in a zoo!

Just ban it! Ban it!
Ban it! Ban it!
Bust the heads of creeps who plan it!
Tell all the scum
that our country will be
Just like it was
back in 1903!

Yeah, ban it! Ban it! Ban it! Ban it!
Seal it in a tomb of granite!
Keep up the fight
till our battle is through!
If you don't like it,
we'll get rid of YOU!

Just
ban it!
Ban it!
Ban it!
Ban it!

HERE LIES
PROGRESS,
FOUR RIGHTS,
FREE
EXPRESSION,
AND
ALL
GOOD
THINGS.

SONS OF BIRCHES

JOHN BIRCH SOCIETY

KKK

TODAY THE USA,

NOMENCULTURE DEPT.

BOYS JUST WAN

BEACH BOY GEORGES

BOY GEORGE JETSON

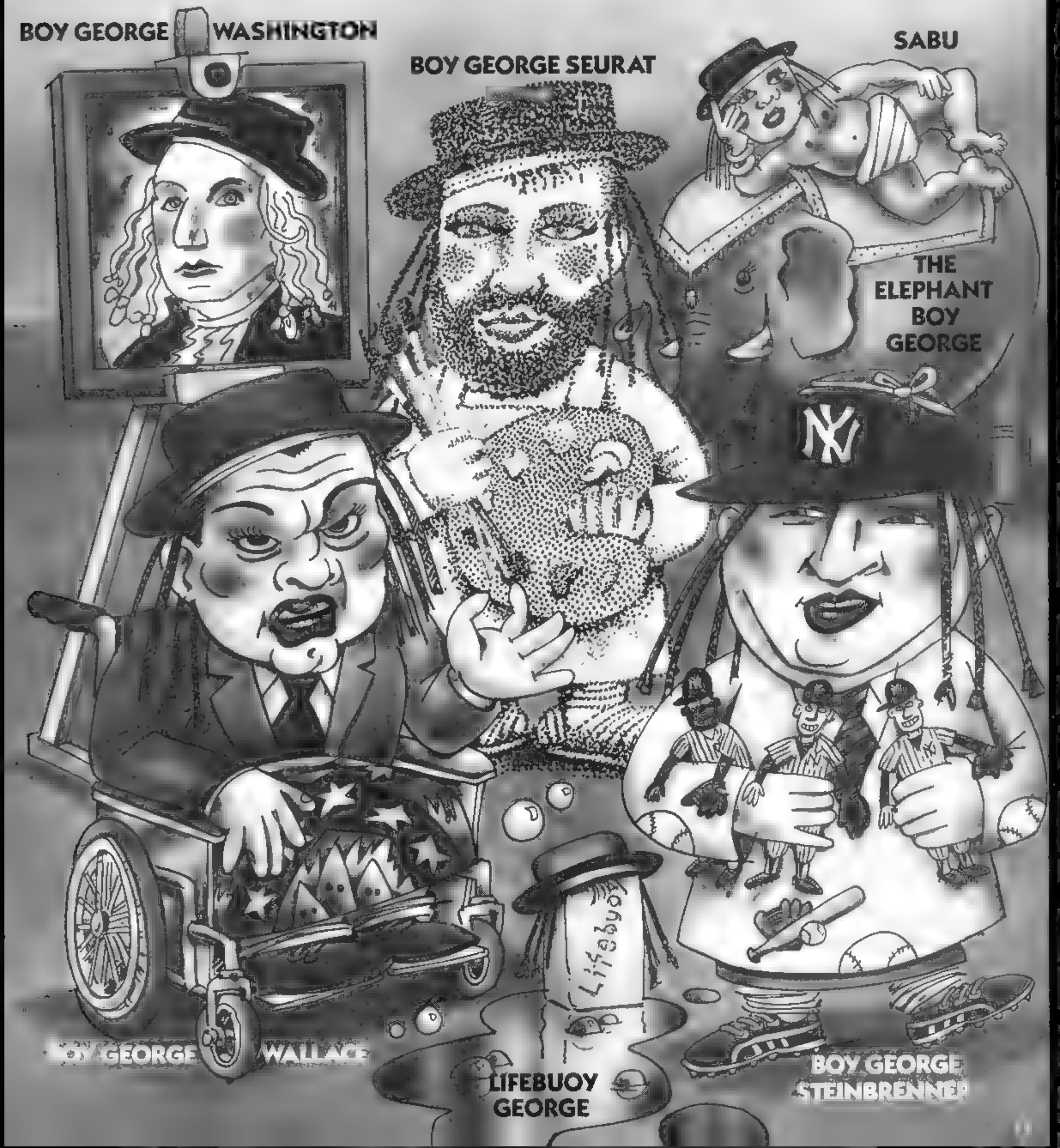
BOY GEORGE HARRISON

BOY GEORGE PEPPARD

BOY GEORGE

NA BE GEORGE

ARTIST AND WRITER: TOM HACHTMAN



Thinking about what career to get into? Wondering whether or not you'll fit in? Well, here's the seventh in a series of tests designed to help you choose your future line of work. Mainly, discover your true abilities by taking...

MAD'S APTITUDE TEST NUMBER SEVEN WILL YOU MAKE A GOOD ROCK STAR?

ARTIST: GEORGE WOODBRIDGE WRITER FRANK JACOBS

1. Complete this sentence: As a Rock Star, you depend totally on _____
   A. Your tax accountant, for figuring a way to deduct cocaine as a business expense.
   B. Your personal physician, for prescribing uppers and downers as a "medical necessity."
   C. Your bodyguard, for getting rid of the groupie you've just completed your three-hour relationship with.
   D. All of the above.

2. As a Rock Star, you are publically accused by an admirer of fathering her child. How does this benefit you?
   A. You're sure to become even more of a sex symbol.
   B. You're getting free front-page publicity you never dreamed of.
   C. Your new single, "Fillin' My Honey With Love," is now a cinch to hit the top of the charts.
   D. All of the above.

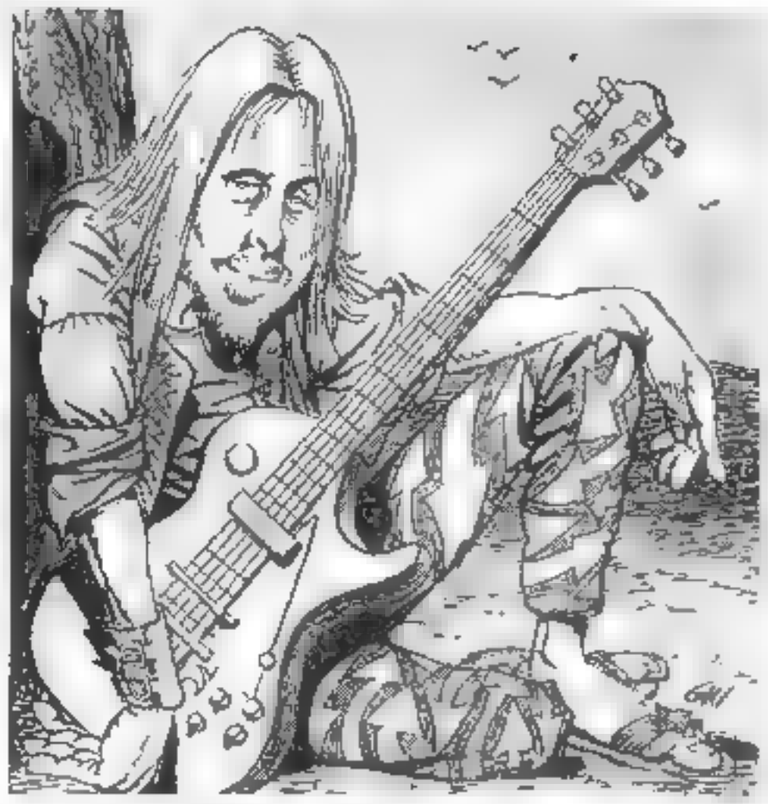
3. Writing a "Top Forty" Rock Hit requires a special talent. If the first line of a song is *"Baby, for your love I'm goin' crazy..."*— then which of these has the right rhyme and meter for the second line?
   A. *"...like a rhinoceros in heat in southeastern Zimbabwe."*
   B. *"...especially when I'm locked out of my Toyota and it's 30 below and I'm freezin' my butt and I'm feelin' so bad."*
   C. *"...except when I'm in Tulsa."*
   D. Any of the above.

4. A really hot Rock Video number requires appropriate special effects. Which of these visuals works best with a heartfelt love song?
   A. Shooting yourself out of a psychedelic cannon through a 12-foot chocolate doughnut with exploding sprinkles.
   B. Dive-bombing a flock of crazed pigeons into a Hare Krishna rally.
   C. Destroying any mid-size city in South Dakota with an atom bomb.
   D. All of the above.

5. In the middle of a concert, your second guitarist gets sick from too much booze and throws up on stage. How should you react?
   A. Tell him to retch in tempo.
   B. Throw up along with him to protect your star billing.
   C. Alert the media to the fact that you've just discovered "a hot new Rock sound."
   D. All of the above.

6. Winding up an outdoor concert, you're looking for a finale that spotlights your talent and reveals your musical ability. Which of the following works best?
   A. Turning around, dropping your trousers and mooning the audience.
   B. Punching your lead guitarist in the face while riding piggyback on an orangutan.
   C. Throwing your own guitar into a giant pot of linguini.
   D. Any of the above.

7. Only a week after hitting the Top Twenty, your drummer dies of an overdose. How do you handle it?
   A. Leak every sordid detail to the press, thereby insuring maximum publicity and moving you up to the Top Ten.
   B. Film the autopsy, then lay in a music track for a dynamite Rock Video "special effect."
   C. Hire Yankee Stadium for the funeral at $15 a head, then put the body on ice and restage the services on a 12-city road tour.
   D. All of the above.



8. The Rock Star above has the reputation of being "unaffected by money and fame" and is totally "down-to-Earth." This usually means:
   A. He restricts the number of people at his all-night orgies to only a few dozen of his closest friends.
   B. He chooses only conservative colors for the Day-Glo racing stripes on his fleet of Rolls Royces.
   C. He limits himself to only "soft" drugs on religious holidays.
   D. All of the above.

9. A TV interviewer mentions that, from one concert, you earn what the President makes in a year. What do you say to that?
   A. "So they overpay him! Big deal!!"
   B. "Well, he doesn't draw the crowds that I do!"
   C. "Look, man, I paid my dues! I struggled for five weeks before I got my big break!"
   D. Any of the above.

SCORING

If you answered "D" to all the questions, you have the ability to make a good Pro Athlete.

P.M.-T.V. DEPT.

RED TOPPLE AND... 'NIGHT TIME' TAKES A MAD LOOK AT ROCK VIDEO

ARTIST: HARRY NORTH WRITER: DICK DE BARTOLO

This is **Red Topple**, and this is **"Night Time"**! Tonight, we look at **Rock Video!** Where did it **come** from? Where s it **going?** And where is my **first guest** so I can **stop** this **pompous** and **heavy-handed introduction?**

On **Monitor "A"** we'll be talking to **Music Video Executive Bob Pitsman...**

On **Monitor "B"** we'll be talking to **Music Video Producer Queasy Bones...**

And on **Monitor "C"** is the stuff **I watch**, while my **guests** give their **answers!**

Bob, my **first** question is for **you!** Is it **true** that the **backbone** of the **Music Video Industry** is—perhaps—the most **youthful work force** in **America?**

The answer's **"Yes!"** But, I gotta **tell** you, I'm **not** Bob Pitsman! I'm his **Father!** Even though Bobby is a **famous Rock Video Producer,** he's **much too young** to stay up until **11:30** especially on a **SCHOOL NIGHT!**

In **that** case, we'll go to Monitor **B** and talk with Video Producer **Queasy Bones!** Queasy, how do you decide what the **story line** will be for a Rock Video?

We **listen** to the **lyrics over** and **over!!**

And the **lyrics** suggest **images??**

Exactly! And then we **stay as FAR AWAY** from those images **as possible!**

I mean, **anybody** can make a Video about the **lyrics!** It takes **REAL creativity** to make a Video that's **light years away** from the **actual meaning** of the **song!** Like, look at **this set** where I'm taping my **newest Video hit!**

I see **cannons** and **explosions** and **soldiers!!** Are you filming some kind of **Rock Military MARCH??**

Hell, no! We're taping a song called **"PROM NIGHT"!** Like I **said,** Red ... we **GOTTA** keep the images **far away** from the **lyrics!**

Queasy, has just about **everybody** made a Video?

Is there **ANYBODY left** who **HASN'T** made a Rock Video!

Yep! **Dean Martin, Pia Isadora,** even **Rodney Dangerfield** have done Videos!!

Just **one person** was holding out, but she **finally gave in! Margaret Thatcher's** first Video hits the tube **this Friday!!**

Queasy, how do you answer the **complaint** that **Rock Videos** portray **violence??**

We **don't answer** that complaint! We just send the **"boys"** around to **discourage** the **complainer!**

Well ... to do **research** for this **program,** I watched **several hours** of Videos! And in **one ten minute period,** I saw **three stabbings,** two people **set on fire,** one **hanging** and **four buildings blown up!**

So?! Where's your **violence?!?**

Do you think that **M-TV .. "The Music Channel"** on TV ... will **continue** to be **popular?**

Yes, but there might be **changes** in the future!

You mean, they might start taking **Advertising?**

No, they might start showing **Programing!** Face it! Videos are just **long ads** for the **records** being performed!

Queasy .. I understand the **newest** Videos have **dialogue...** and are up to **fifteen minutes long!**

Yes ...! Michael Jackson **started** the trend with **"Thriller"!**

But **now** we're working on something **even newer!!**

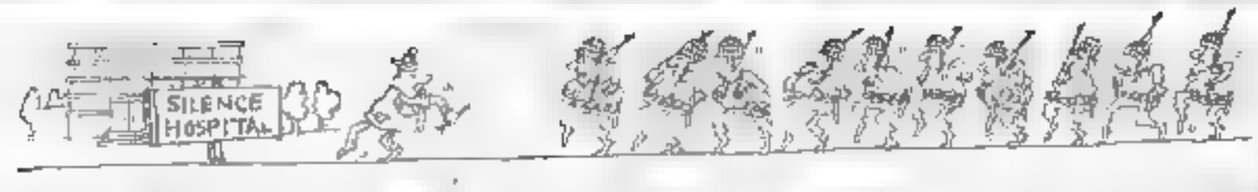
This **revolutionary** new Video form will feature **longer stories, involved plots** and **lots of different songs!** It's something that's **never been heard of** before in Show Biz!

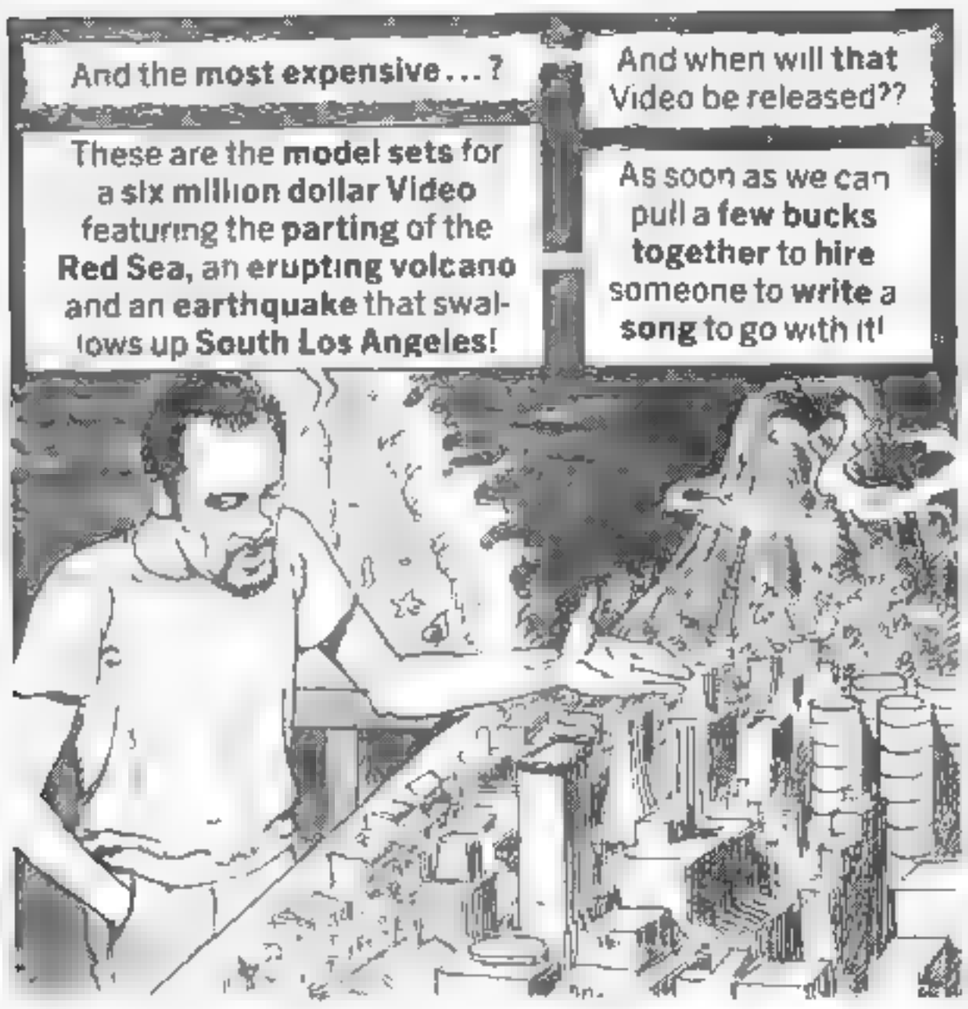
No? It's called a **"Musical"!**

Nobody likes a **Smart Alec!!**

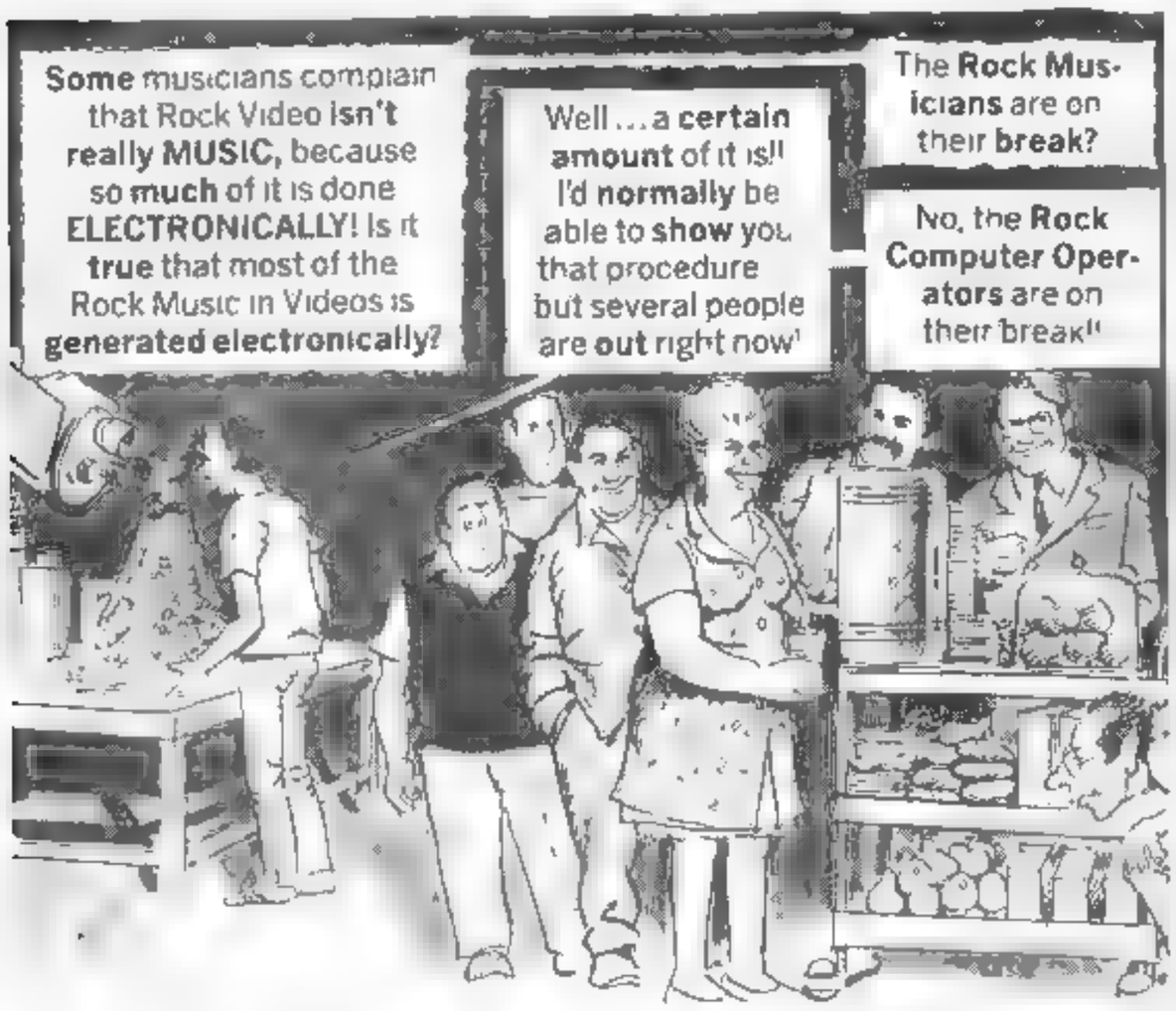
What was the **CHEAPEST Video** ever made??

It cost **$4.00!** A TV Station **lost their signal** and played a **hit Rock Record** while their **"Don't Adjust your Set" sign** was on the screen! Someone **recorded** it ... and that Video sold **three million extra copies** of the hit Rock Record!!

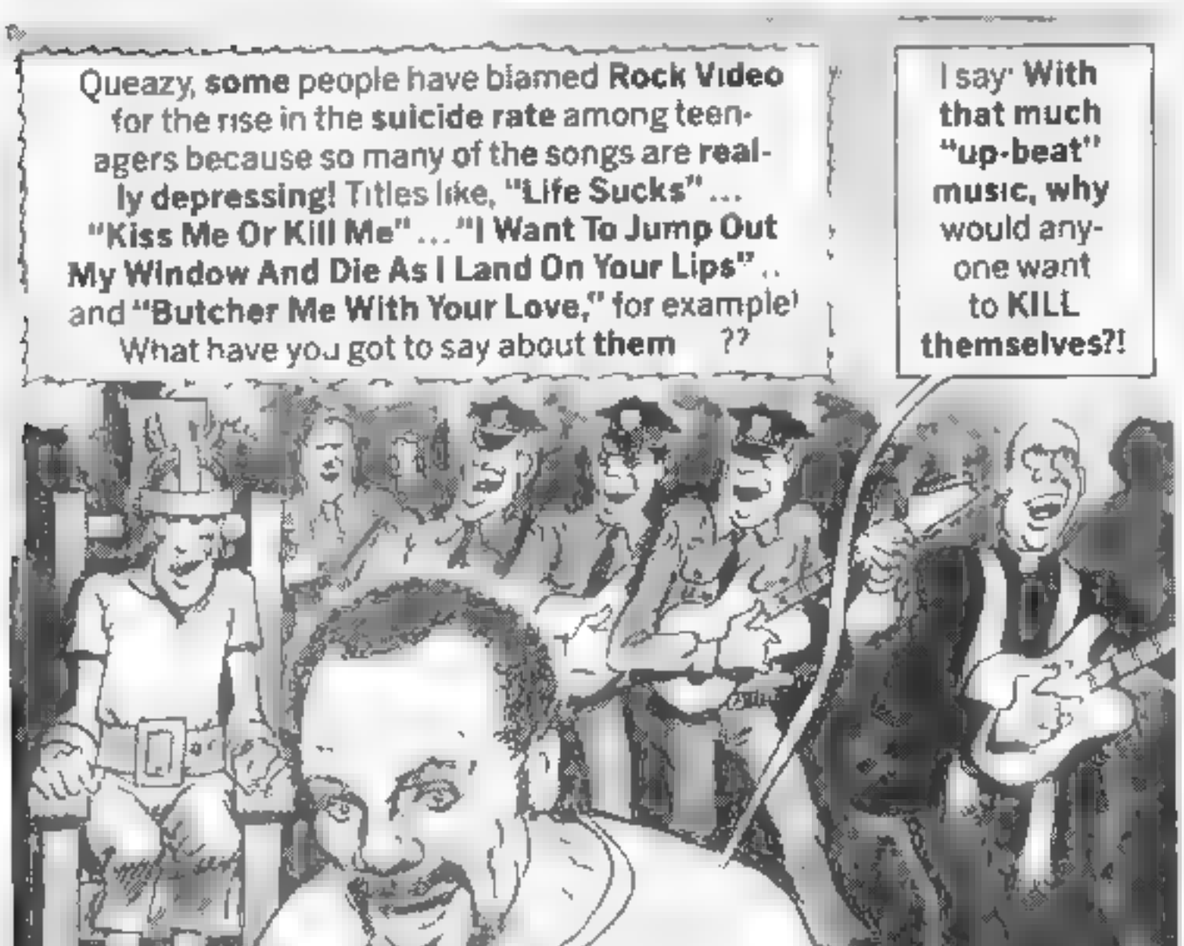

SILENCE HOSPITAL


And the most expensive . . . ?
These are the model sets for a six million dollar Video featuring the parting of the Red Sea, an erupting volcano and an earthquake that swallows up South Los Angeles!
And when will that Video be released??
As soon as we can pull a few bucks together to hire someone to write a song to go with it!

Queazy, can you briefly tell us how a Video comes into being??
Sure . . . ! First, we invent a certain look . . . !
Then, we invent a certain sound . . . !
Then, we build a publicity campaign around that look and that sound . . !
Then we spend millions to whip teenagers into a frenzy about that look and that sound . !
Then, we license poster, merchandizing, clothing, soft drink and toy manufacturers!
And finally, we find a couple of WEIRDOS who'll work cheap .. and we MAKE 'em into the group we invented!
SUPERVISOR


Some musicians complain that Rock Video isn't really MUSIC, because so much of it is done ELECTRONICALLY! Is it true that most of the Rock Music in Videos is generated electronically?
Well . . . a certain amount of it is!! I'd normally be able to show you that procedure but several people are out right now!
The Rock Musicians are on their break?
No, the Rock Computer Operators are on their break!!

Queazy, how many kinds of Rock are there??
Well . . . there's Hard Rock . . . Punk Rock . . . Acid Rock and Fallen Rock!!
What's "Fallen Rock"???
The average Rock Record, six months after it was a top-of-the-charts hit!
RECORDING
DEATH ROW ROCK


Queazy, some people have blamed Rock Video for the rise in the suicide rate among teenagers because so many of the songs are really depressing! Titles like, "Life Sucks" . . . "Kiss Me Or Kill Me" . . . "I Want To Jump Out My Window And Die As I Land On Your Lips" .. and "Butcher Me With Your Love," for example! What have you got to say about them ??
I say: With that much "up-beat" music, why would anyone want to KILL themselves?!

Also, Queazy, the question of the LOUDNESS of Rock Music often comes up! With M-TV broadcasting in stereo, kids are now wearing HEAD SETS!! Isn't that rather dangerous??
Nonsense!! Unless the kids are doing something really STUPID with their headsets . . . like plugging them into Rock Video while they're WEARING them!!

Queasy I'm going to ask you a **question,** and if you **don't want to answer** it, I'll understand!

Is it **true** that there are lots of **DRUGS** backstage in the Music Video Industry?

No, it's **NOT TRUE!!** Most of the drugs are **right out in front... on stage!**

Most Rock Stars **don't use** drugs all the time, like people think! They only use them **before performances,** to get their **adrenalin** going! And **during** performances, to **keep** the r adrenalin going! And **after** performances, to **come down!** And for **fun,** at **parties!** And at **home,** to **relax,** or to **sleep!** But **that's about IT!!**

UPPERS

DOWNERS

COKE

Another thing...! How about **promiscuous sex...??**

No, thank you, Red!!

No, I mean the **stories** we always see in the **newspapers** about how **most Rock Stars** and the **Groupies** that follow them around **engage in sex** at the **drop of a hat** ..!

Oh that's just **publicity hype!** Very **few** of them even **wear** hats!

Sex-crazed groupies come running at the drop of a hat

Saved by the Belle

Many **women's organizations** complain that **Videos** use **women** as **furniture!**

Maybe that was **true** in the **past!** But in the **new Lubes' Video,** they make a **dramatic breakthrough** and portray women as **RUGS!!**

THE LUBE

Are there any **Award Shows** for Videos?

Yes! There was one on TV **last year!** But I'm **not sure** they'll have it **again!**

Oh? Why **not...?**

Because **last** time, **Michael Jackson didn't show up!** And all the **awards** just **piled up** on the **stage!** Which **looked awful!** So, whether or not there's **another** Video Award Show this year will depend on whether or not **Michael** has **a free night!!**

We're **about** out of **time,** Queazy! Do you have any **additional comments** you'd like to make ?

Yes! I don't want to appear **disrespectful** to your **reporting,** and to the amount of Video background material you **researched** before you put this particular program together, but we haven't said a **single word** about **Heavy Metal!!**

Oh, **that's** because we're devoting an **entire program** to the subject **NEXT WEEK**... when our **guest** will be the **President** of **Bethlehem Steel!!**

Well this is **Red Topple** for **"Night Time"...**

Be sure to join us **tomorrow**... when I'll perform a **"FIRST"** on TV! I'll **actually CHANGE MY EXPRESSION** in **response** to an **answer! Don't miss it!** Until then good night !

Being a Rock Star is kinda like dancing on whirling helicopter blades: The pay is good, but you don't see too many blade dancers with gray hair...if you get the idea. You'd think, after about twenty zillion Rock Stars have passed on to that Great Concert in the Sky, that the fools would wise up! But it just never seems to work out that way. And so, every month, somebody new kicks the bucket, and then we all have to go through the usual routine. Mainly, we gotta suffer:

THE EXPLOITATION OF A ROCK DEATH

ARTIST: GEORGE WOODBRIDGE WRITER: DESMOND DEVLIN

August 2

Dirk McDirt, a minor import from the last days of the famous "British Invasion" of rock music, is found dead in a hotel room in Encino. He'd had only three chart singles, including his biggest hit, "Don't Hit Me With That Chain Again", which peaked in *"Billboard"* at Number 62.

August 2—10

Radio stations worldwide go into mourning, and hurriedly scrap their playlist to feature only music by McDirt. This is easier said than done, since McDirt only recorded thirteen songs during his musical career.

August 3

Retched Records, McDirt's recording label, immediately rereleases every piece of music remotely connected to him. Music lovers, who up until now had never heard of him, jam record stores to buy his albums. Also, Thomas J. Naugahyde, the notorious "Coroner to the Stars", is brought in by police to determine the cause of death. Naugahyde tells reporters that he refuses to allow McDirt's death to turn into a media circus. He also announces that ABC Television has won the bidding war for the rights to film McDirt's autopsy.

August 4

McDirt's widow, Bertha, comes out of seclusion, and releases an official statement expressing her grief over the untimely loss of her husband and her disgust over the "ghouls and graverobbers" who, seeking to capitalize on Dirk's name, have plastered his face on anything they can sell. Mrs. McDirt concludes her statement by announcing her signing of a contract with the William Morris Talent Agency.

August 5

A massive, global "Dirk-In" is held, as fans of McDirt music gather together in all corners of the earth in his honor. One such gathering, in New York City's Central Park, attracts a reported 75 people. Bertha McDirt, who charged fifteen bucks a head admission, is so moved by the turnout that she pledges to use a small portion of the proceeds to have a rock in Central Park named in her late husband's honor. That night, Coroner Naugahyde announces it's still too early to determine if McDirt's death was the result of drug overdose or a plane crash.

August 6

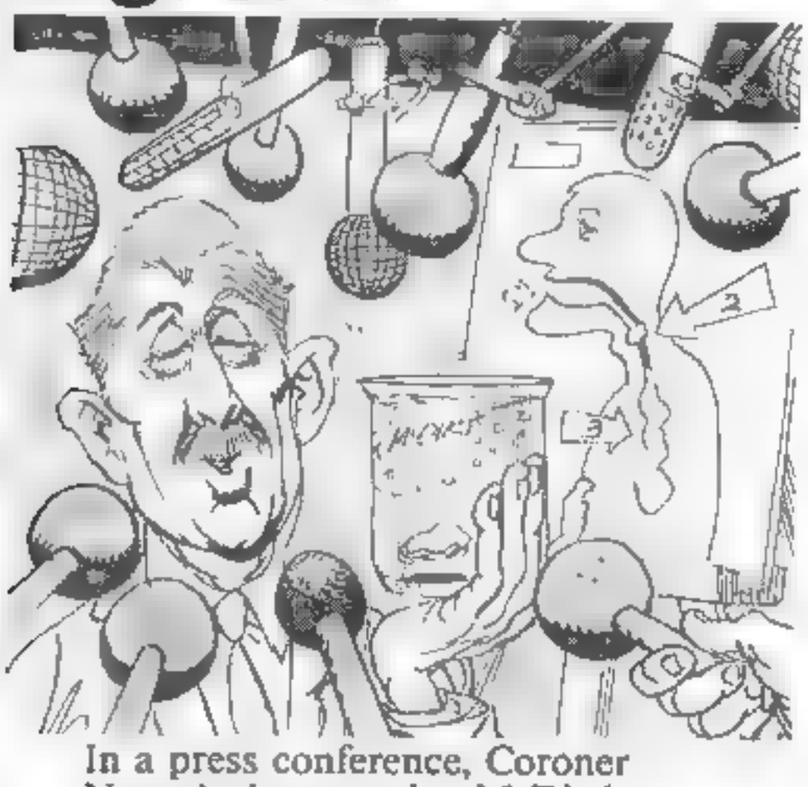
NATIONAL ENQUIRER
McDIRT KILLED BY UFO
EXCLUSIVE INSIDE STORY AND PHOTOS
EXCLUSIVE! McDIRTS FIRST INTERVIEW FROM BEYOND THE GRAVE!
Star
50 STARTLING CONTROVERSIAL SUGGESTIONS ON HOW YOU CAN LIVE LONGER-BETTER LOUDER
GLOBE HIRES McDIRT
EDITOR-IN-CHIEF
SURPRISING NEW TALENT DISCOVERED BY HOUSE OWNER
"EVEN MORE HISTORIC THAN GERRY FOR VEEP" - SAYS FRITZ

The sleaze publications hit the stands and, predictably, McDirt is big news. The *"Enquirer"* blares, McDIRT KILLED BY UFO! The *"Star"* features McDirt's first interview from beyond the grave. The *"Midnight Globe"* hires McDirt as its editor-in-chief.

August 8—10

Every major artist in the business releases a single, each dedicated to the memory of McDirt. Several of these, such as Paul McCartney's "Hey Dirk", Boy George's "Do You Really Want To Dirk Me?" and Michael Jackson's "Dirk It" rocket into the Top Ten. All told, these tributes earn over 15 million dollars, more money than McDirt ever saw...even dreamed about...in his entire life.

August 12



In a press conference, Coroner Naugahyde states that McDirt's death came as the result of his accidently choking on an oyster.

August 13

NATIONAL ENQUIRER
OYSTER CONFESSES
I KILLED DIRK McDIRT
ANOTHER FIRST FROM Star
PHOTOGRAPHER SEALED INSIDE McDIRTS CASKET
FABULOUS PHOTOS EXPECTED SOON
"BURY ME NOT ON THE LONE PRAIRIE - BUT
McDIRT FIRED!
HE NEVER SHOWS UP FOR WORK

The *"National Enquirer's"* top story is an interview with the oyster, titled, "I KILLED DIRK McDIRT". The *"Star"* seals a photographer in McDirt's casket in order to get the absolute last photos of McDirt. The *"Midnight Globe"*, however, fires McDirt as editor saying, "He never shows up for work".

DISC-Y BUSINESS DEPT.

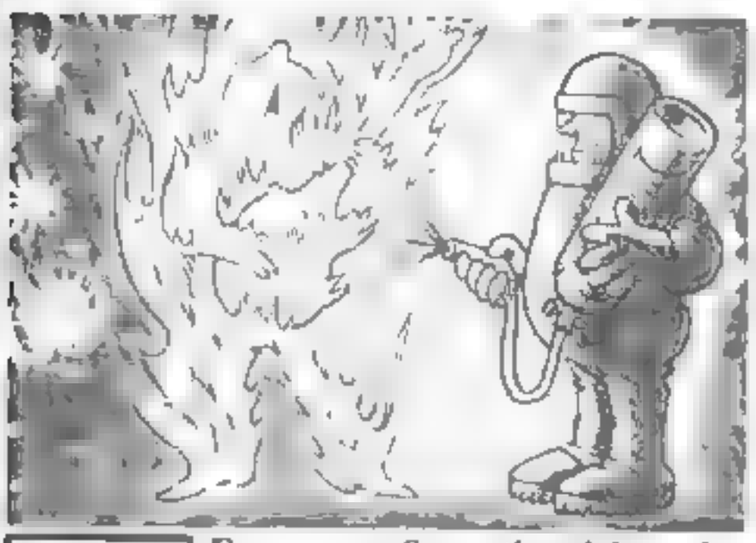
Have you been to a record store lately, and actually bought a rock album (instead of slipping it under your jacket, as you've been known to do)? Have you wondered why the record costs a bloody fortune? Well, wonder no more... as MAD analyzes—

WHERE YOUR ROCK ALBUM DOLLAR GOES

ARTIST: AL JAFFEE WRITER: JOHN FICARRA

RECORDING EXPENSES

3¢ Chickens, sheep and other livestock slaughtered on stage for effect by recording group during their concert performances.

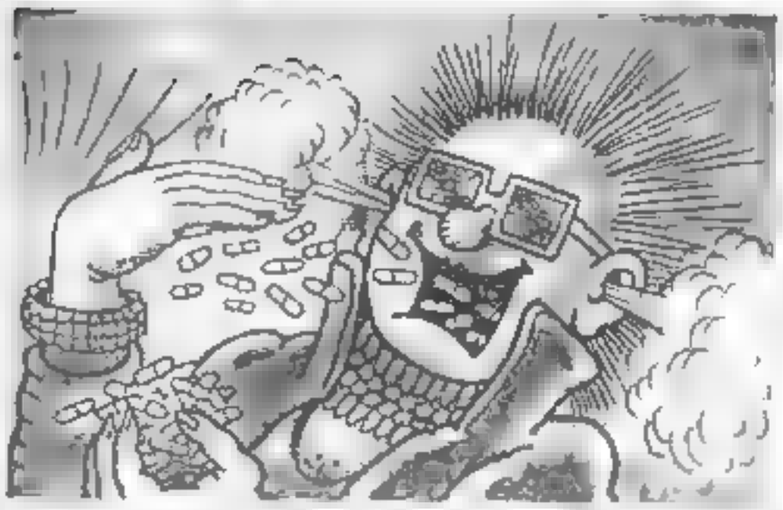


2¢ Emergency fire extinguishers, in case any member of the recording group or the audience catches on fire from the fireworks display.

5¢ Various drugs required by group members and roadies to help them get "up" for and "down" from the recording concert performances.

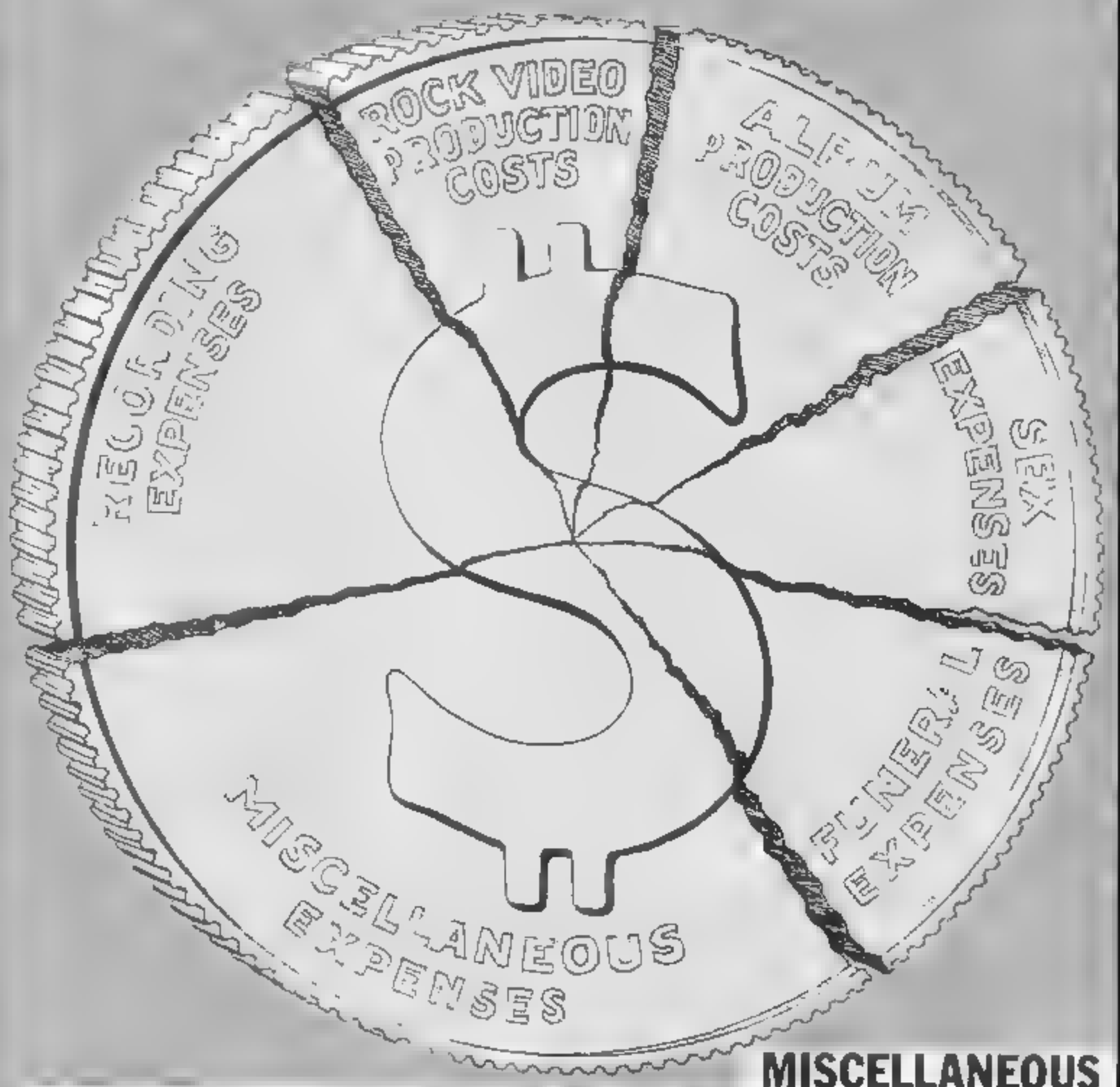
10¢ Hotel expenses incurred during recording concert tours, including payments for all damages to rooms, and for pianos pushed off balconies into swimming pools.

ROCK VIDEO PRODUCTION COSTS



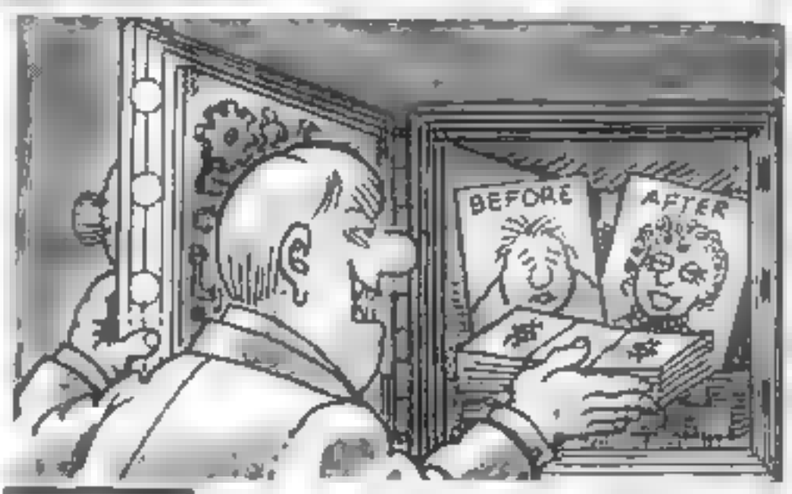
6¢ Extra-strength hallucinatory drugs for the band members to take while writing and filming video...to insure that no one will ever be able to figure out what any of it means.

3¢ Special technician, to insure that rock star's lips never match up to recording during entire rock video production.



MISCELLANEOUS

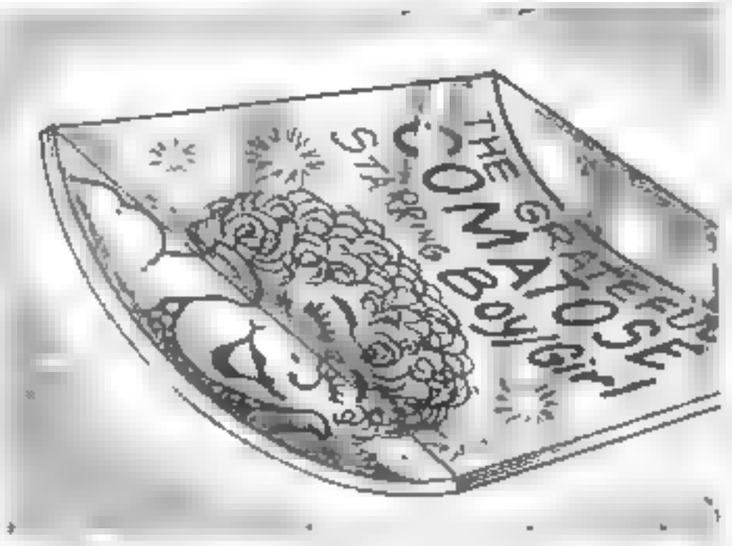
6¢ First class air fares and hotel expenses for nine months, after lead member's attempt to become a movie star fails miserably.



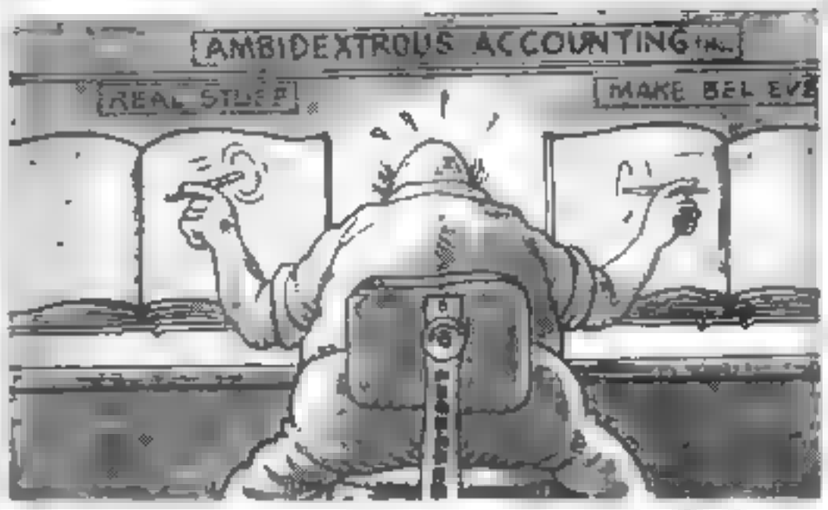
5¢ Press agent fees to surpress newspaper and magazine articles detailing rock star's operation to alter his looks...and sexual persuasion.

ALBUM PRODUCTION AND PACKAGING COSTS

1¢ Fee for some semi-literate to write incomprehensible album liner notes that no one ever bothers to read anyway.



2¢ Special plastic shrink wrap for outside of album, to warp record just enough so no known stereo needle could possibly track it.



14¢ Accounting fee for double-entry system to substantiate huge production costs in order to keep wholesale price high, when actual cost of manufacturing and packaging album is about three cents.

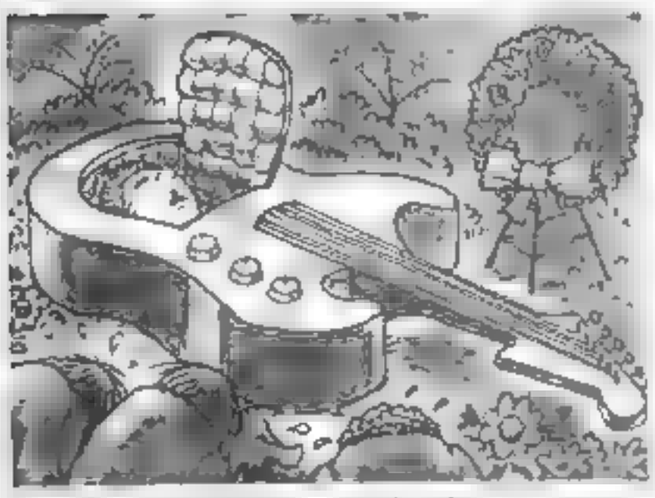
SEX EXPENSES

1¢ Penicillin shots for a rock star who spends a wild, sweaty night of lust with groupies of every race, creed, color and underage.

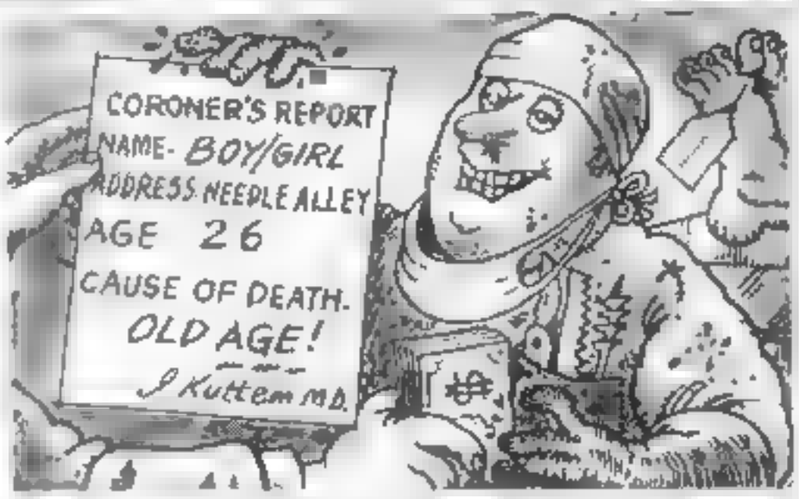
3¢ Child support, when one or more of the above-mentioned groupies shows up nine months later with a cute baby, and a smart lawyer.

4¢ Legal fees and alimony, when rock star's current wife learns of the groupies and sues for a divorce.

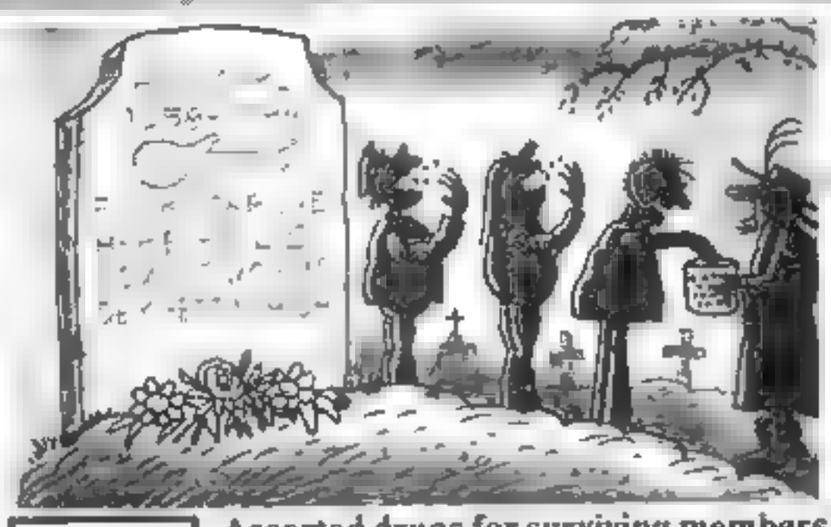
FUNERAL EXPENSES



2¢ Coffin and burial expenses for the late member of the recording group who'd over-indulged in assorted drugs.



4¢ Bribe to Coroner to fudge autopsy report and B-S reporters into believing that group member died of something other than drug overdose.

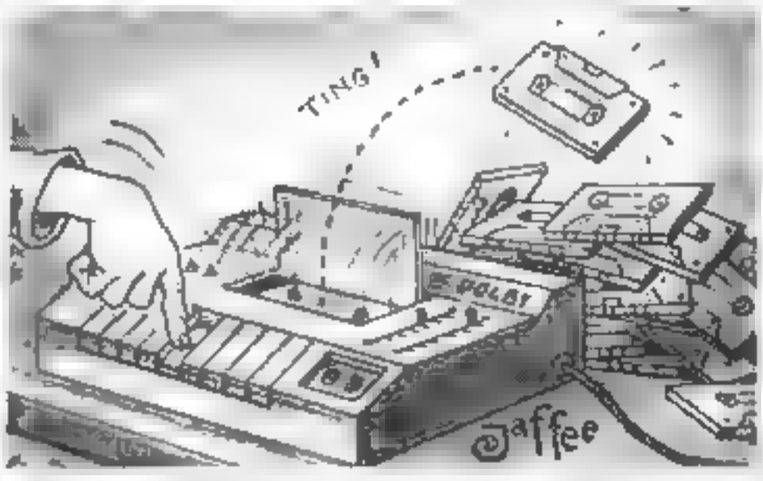


5¢ Assorted drugs for surviving members of the group, to help them get over the suffering and trauma caused by the death of their fellow performer.

EXPENSES

11¢ Payola to radio and video D.J.s, so they'll keep on playing his klinker album and video cassette —to try and hype it into a hit.

4¢ Legal fees for when rock star sues the record company, after selling two million albums and receiving $79.50 in royalties.



9¢ To make up for revenues lost when a clod (like you) buys the album, and then tapes it for six friends ...so they won't have to buy it.

DON MARTIN DEPT. PART I

ONE DAY IN A POLICE DEPARTMENT

All right, men... we've received a tip that "Butcher" Bolinski is holed up HERE! So, let's go get him ..!!

This must be the place .!!

SKREEEEEEE

SKREEEE

SONS OF PITCHES DEPT.

Have you noticed how big companies keep buying television time and magazine space to tell us about their "new, improved" versions of old, familiar products? And have you also noticed that these makers of "new, improved" products never take a moment to apologize for all the years they urged us to buy the "old, unimproved" products that came before? And how come they never tell us why they're spending millions of dollars to change something that supposedly didn't need any changing? MAD suspects there's a lot more to this merchandising ploy than meets the eye. In fact, we can envision what it would be like if manufacturers had to publish...

HONEST ADS THAT INTRODUCE "NEW, IMPROVED" PRODUCTS

ARTIST: BOB CLARKE WRITER: TOM KOCH

NEW EXTRA STRENGTH

ANASPRIN

CONQUERS HEADACHES WITH
43% MORE PAIN RELIEVERS

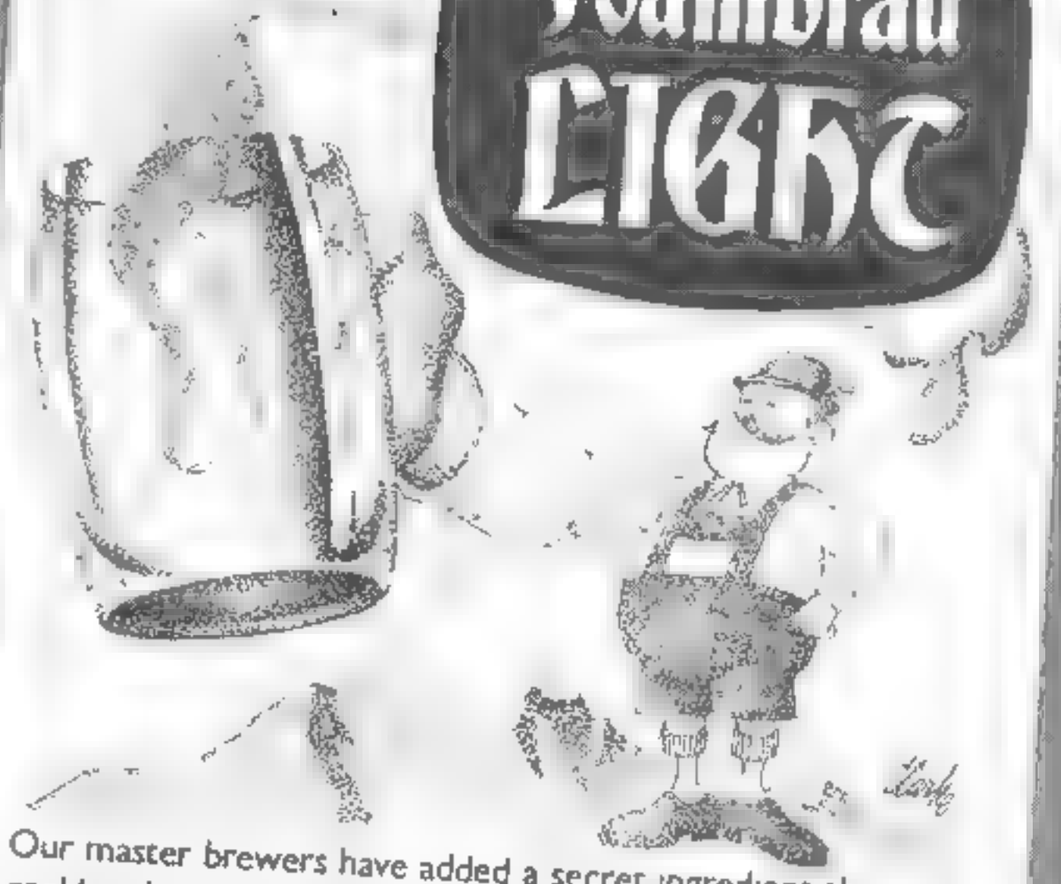
Actually, this is just another way of saying that old, regular strength *Anasprin* failed to cure most headaches because it contained 43% less pain relievers! And that might explain why you and millions of others tried our product once, and then never bought it again! Now we're praying you'll be sufficiently impressed with this ad to give us another try, and discover whether *Anasprin* has improved enough to compete with other famous brands

ANASPRIN

A PRODUCT OF MEGABUCK DRUGS, INC.
"Your Suffering Is Our Business"

ONLY 48 CALORIES PER CAN IN FABULOUS **NEW**

Foambrau LIGHT



Our master brewers have added a secret ingredient that now enables them to produce a can of *Foambrau Light* containing only 48 calories. Confidentially, the secret ingredient is water, which contains no calories at all. The more you put into a beer, the more calories you eliminate. Also the more flavor you eliminate! However, we hope you'll be thinking only about your weight problem, and you won't notice that adding water makes new *Foambrau Light* taste like sour tea

Foambrau Breweries

"Emphasizing The Only Feature That Makes Us Competitive Weakness!"

THERE'S SOMETHING NEW UNDER THE SUN!

Annie Oakley *Regulars*

THE CIGARETTE FOR TODAY'S LIBERATED WOMAN!

Isn't it time that women of the Eighties had a strong, unfiltered cigarette of their very own? We don't think so, since the one we're selling is just a repackaged version of our old brand that men quit smoking because it tended to kill them off. However, we've noted that tobacco sales are falling at the same time you girls are seeking an identity of your own...so we're trying to capitalize on Women's Lib with this hokey campaign.

ANNIE OAKLEYS *"You'll Cough A Long Time, Baby!"*

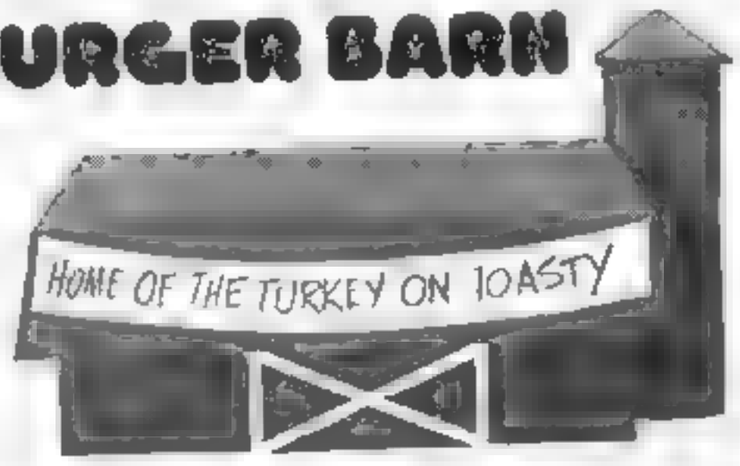
THE GREATEST THING YOU'VE EVER EATEN!

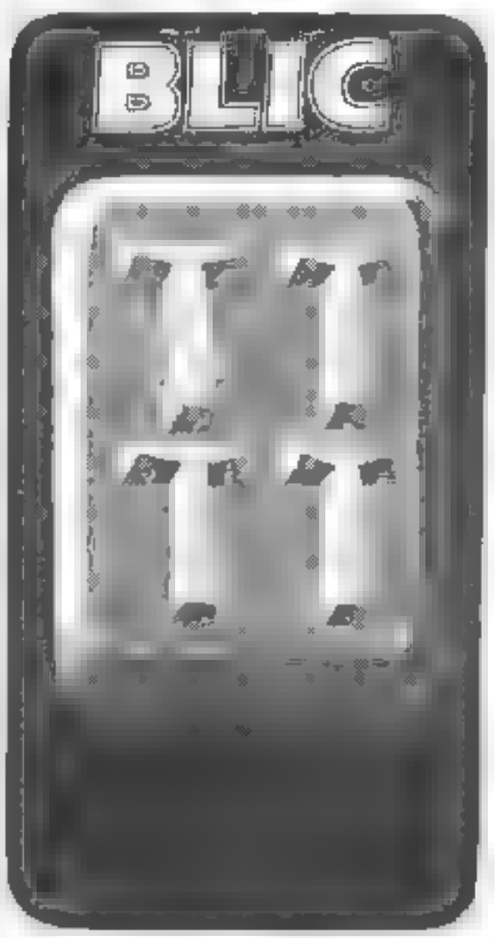
BURGER BARN'S NEW TURKEY- ON-TOASTY

Bet you think it's strange that we've suddenly stopped touting our yummy hamburgers, and started telling you that turkey sandwiches are better! Well, we've got a reason! Even the gristly beef we serve has gotten so expensive that we now have to charge $2.25 for a hamburger to break even! But we can still get rich selling you ground turkey parts for $1.50! So join the suckers eating our latest fast-food gimmick—Turkey-On-Toasty!

BURGER BARN

LOOK FOR OUR OLD FAMILIAR SIGN (WHICH WE'LL CHANGE IF THIS NEW GIMMICK EVER CATCHES ON)!





IT'S NEW!

THE HANDY PACK OF 4 BLIC Disposable Razors

ONLY $1.69!

We used to sell these razors in a pack of 3 for 98¢! Recently, we decided to raise our price about 30% – but we were afraid that you shavers would react with outrage. However, some genius in our Sales Department suggested that we confuse you by adding one more razor to the pack while simultaneously boosting the price by 70%! If your math is as bad as we hope it is, you'll rush to take advantage of this "bargain offer" today!

ALSO AVAILABLE IN NEW LARGE SIZE ECONOMY PACKS OF 8 FOR ONLY $3.59! BLIC

AFTER YEARS OF SCIENTIFIC RESEARCH, SCOFF INTRODUCES

Double-Strength Paper Towels!

We've been selling paper towels for 58 years, so it's somewhat embarrassing to admit we needed all that time to perfect our product! Hopefully, you'll be so grateful Scoff Towels Don't fall apart quite as badly when wet as they used to that you won't even think about the hardships your mother suffered just because it took us so long to come up with a trivial thing like adding one extra ply! We're truly sorry, and we beg you to forgive us for three generations of peddling defective trash!

Scoff Towels

NEW DOUBLE-STRENGTH SCOFF TOWELS

"So Simple We Should've Thought Of It Half A Century Ago!"

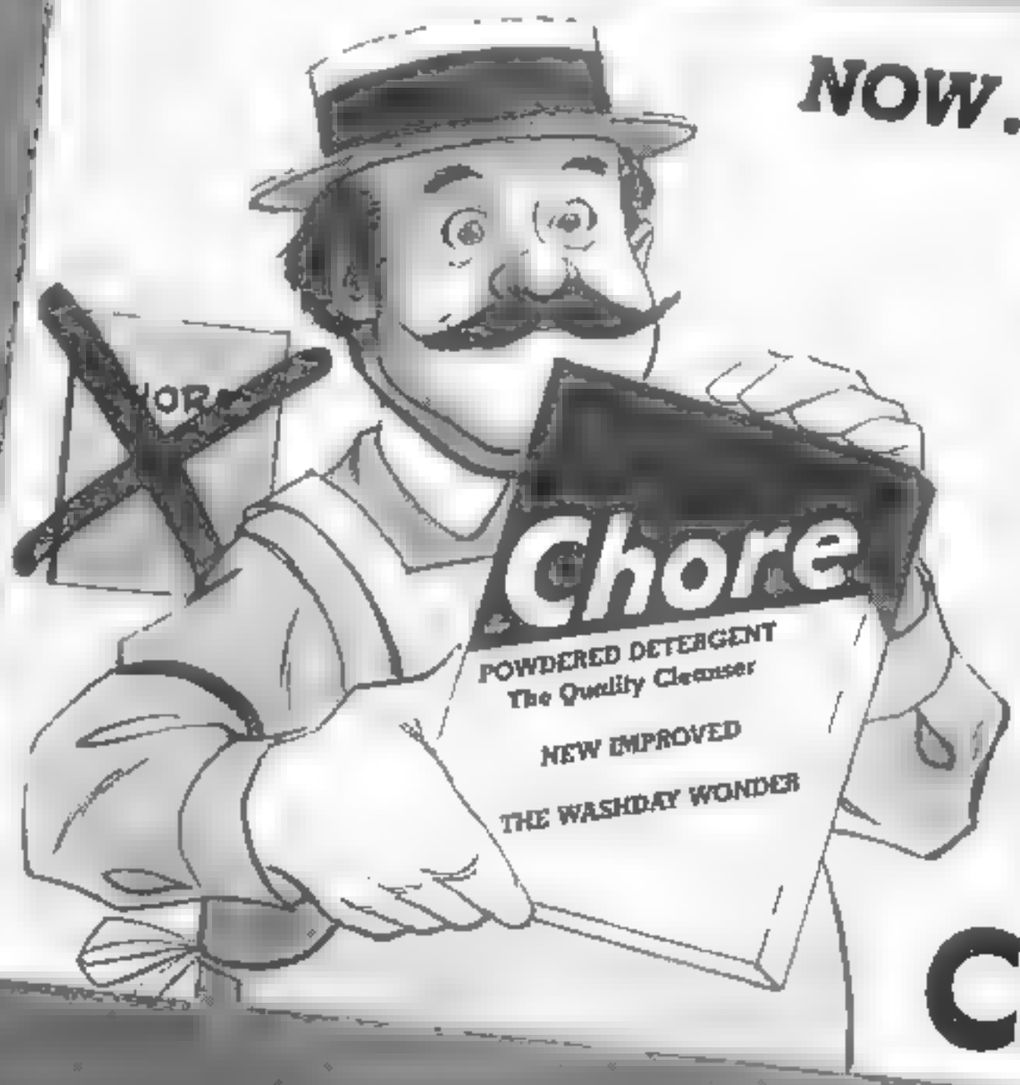
Polarvoid takes another big step forward with the new SX90 Filmpack!

Since it's new filmpack costs $1.50 more than the old one, it naturally enables Polarvoid Photography to take another big step forward in its effort to remain the world's most expensive way to take pictures. But considering how much you've already shelled out for your Polarvoid Camera, we're reasonably sure you won't mind investing a few more bucks to get a chance to use it.

POLARVOID... REMEMBER OUR MOTTO:

"Polarvoid Cameras Use Only Polarvoid Film—Which Fits Only Polarvoid Cameras—Which Makes It Nice For The Polarvoid Corporation!"

NOW...



THERE'S NEW, IMPROVED Chore ...IN THE BRIGHT RED AND BLUE BOX!

Remember regular Chore, the dependable washday detergent that's been available for two generations? Probably not, because it was packaged in a drab grey box that most of you shoppers never even noticed. That's why we're introducing new, improved Chore. The product itself is pretty much the same, but we've made some great improvements in the box. We'll hope you'll give it a try now ...finally!

Chore A FAIRLY GOOD PRODUCT SINCE 1947, AND VISIBLE ON YOUR SUPERMARKET'S SHELF SINCE LAST WEEK!

BLUNDER ENLIGHTENING DEPT.

While today's literary market has been flooded with "How-To" books, we at MAD find that there's a shortage of books that explain "How-Not-To" do things. We

THE MAD "D

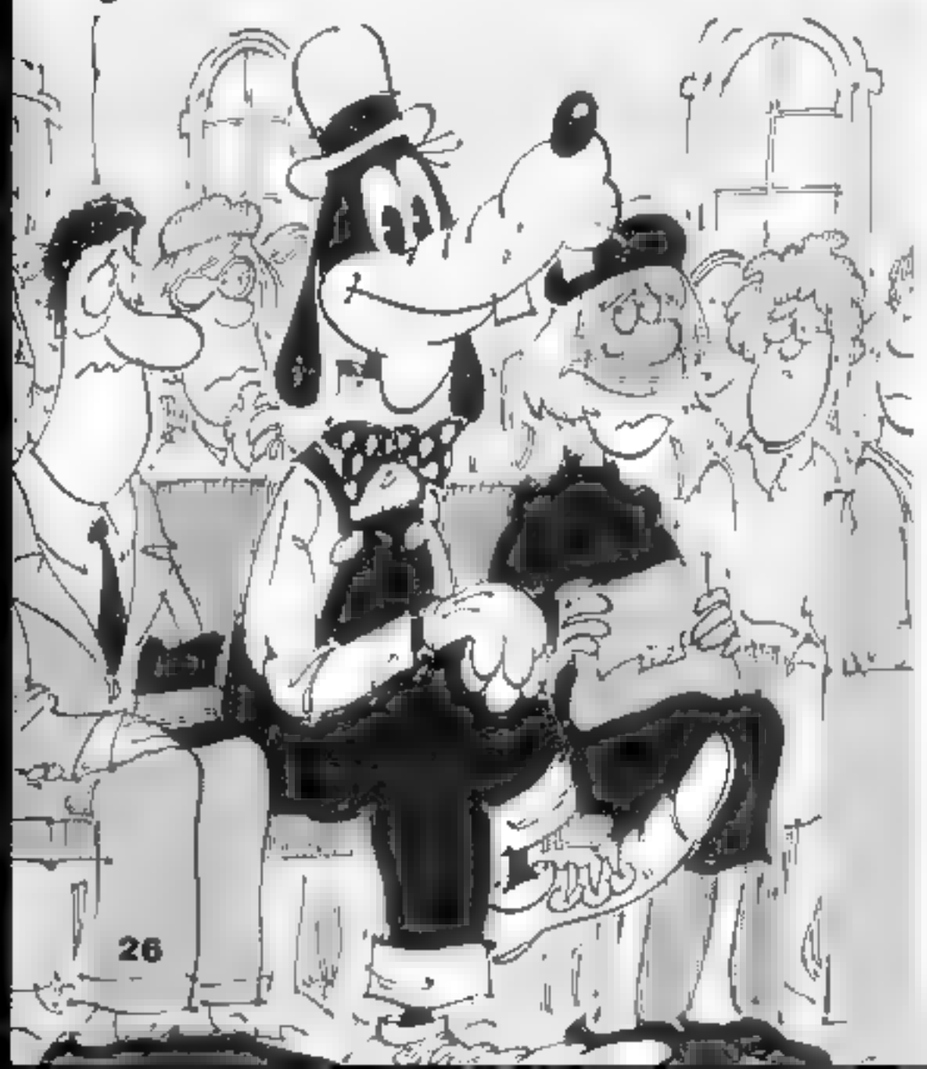
CHAPTER I: WHAT NOT

ARTIST: PAUL COKER

At the wake, DON'T use the dearly departed's forehead as a resting place for your drink.

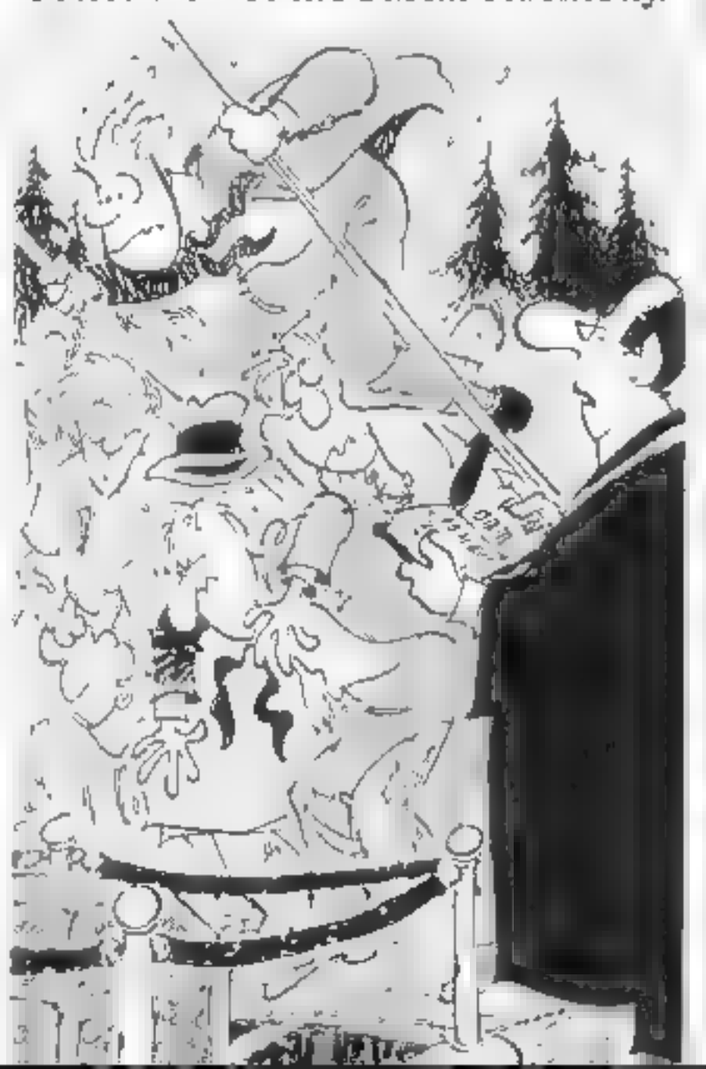
DON'T try to cheer up the wife of the deceased by showing her snapshots of her husband having a great time on a recent business trip.

If you're employed at "Disneyland," DON'T go to the funeral service direct from work.



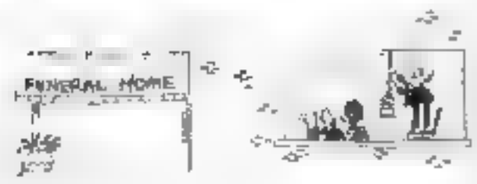
DON'T wear your "Walkman" if you're one of the pallbearers.

DON'T use stilts in order to get a better view of the burial ceremony.



think there's just as much value in knowing what *not* to do as there is in knowing what *to* do. And so, with this in mind, the Editors of MAD proudly present:

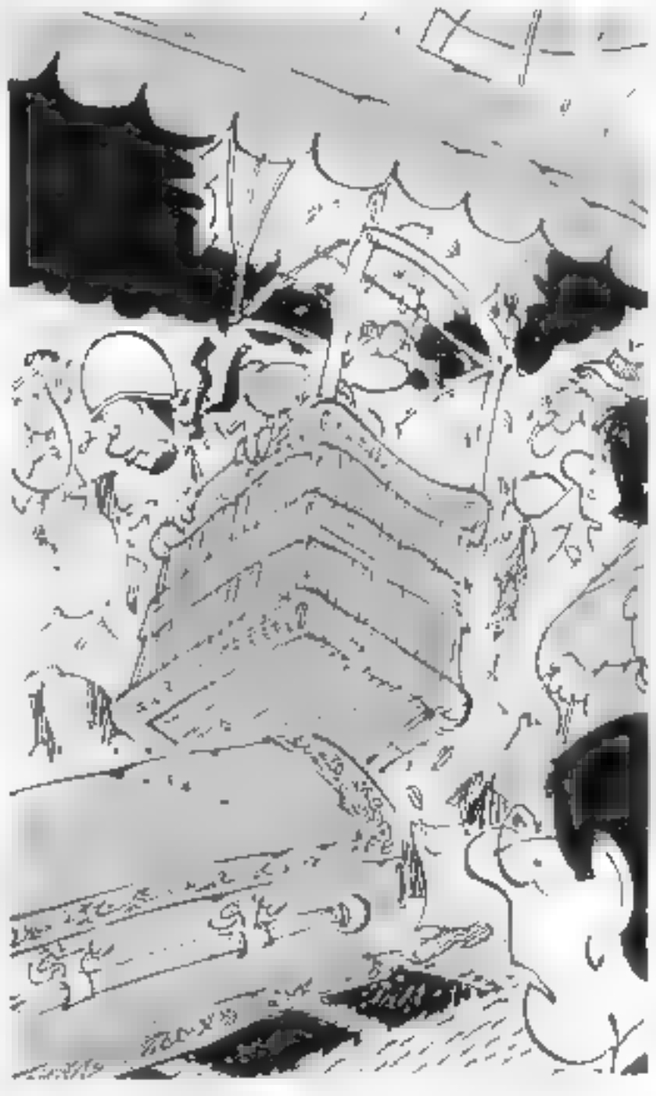
ON'T" BOOK TO DO AT A FUNERAL



WRITERS: JOE RAIOLA AND CHARLIE KADAU

When you send your condolences to the grieving family, DON'T use the "Belly-Gram" message service.

DON'T arrive at the cemetery services in a hot air balloon.



DON'T play with your frisbee during the cemetery services.

DON'T slip the organist $5.00 and tell him that the deceased's favorite song was "Girls Just Want To Have Fun."

At the reception following the funeral, DON'T entertain the guests with a hand puppet of the deceased.

LOOK FOR CHAPTER II OF "THE MAD 'DON'T' BOOK" IN AN UPCOMING ISSUE OF THIS IDIOTIC MAGAZINE

BEING ILL

Did you **hear?** **Harold** isn't **feeling** well!
Gee! I'd better **buy** something— and **visit** him!
By the way what's **wrong** with him?
He's got a **throbbing headache, a swollen ankle, a runny nose,** an **earache,** a nasty **cough,** a **sore throat,** a **rash** on his chest and an **upset stomach!**
Gee, that's gonna make it **tough** when I go to the **store!**
What's the **problem?**
What do you **GET** for a guy who has **everything?!**

BERG'S-EYE VIEW DEPT.

THE LIGHTE

ENGAGEMENTS

Betty, darling, I bought you this **expensive engagement ring!**
I'm **sorry,** Milton, I **cannot accept it!**
Why **not?!?**
I've been seeing **someone else!!**
TELL ME THE BUM'S NAME!!!
Why...? So you can **beat him up...??**
No...so I can **sell him** this **ring...!!**

PEST INVASIONS

R SIDE OF...

ARTIST & WRITER
DAVE BERG

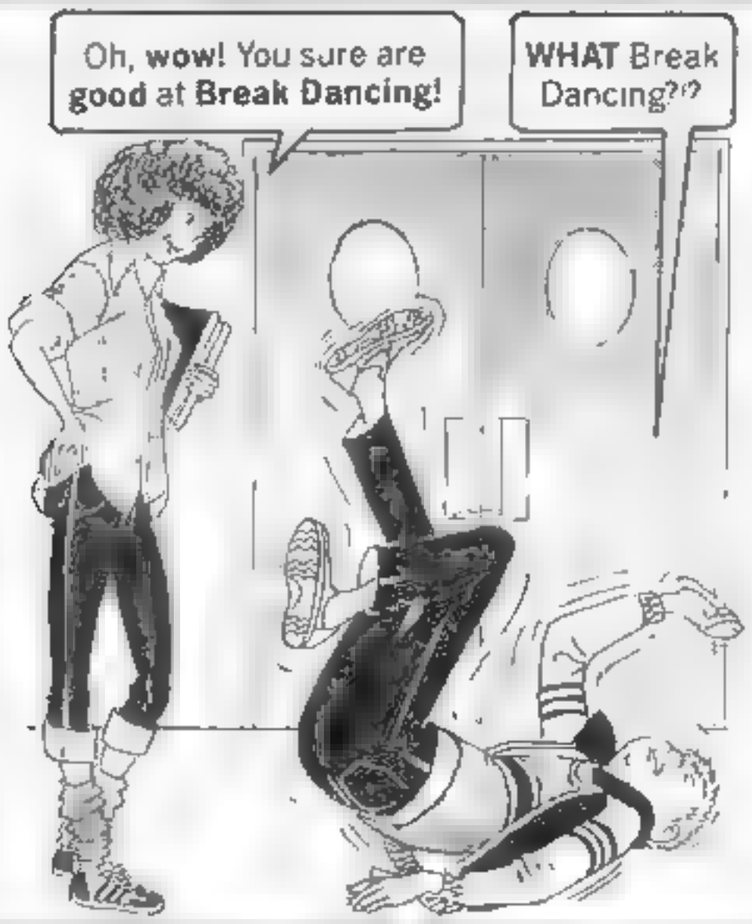
EDUCATION

In the school that I go to, hardly anybody can READ... or WRITE!!
They can't do MATH problems they don't know HISTORY ...and when it comes to the SCIENCES... forget it!!
Boy, you sure have a lot of DUMB KIDS in your school !
I'm talking about the TEACHERS!!!

WISHES

Tell me this: If you were granted ONE WISH, what would it be?
I don't even have to think twice! I know EXACTLY what I would wish!
I'd wish that two quarts would equal one gallon!!
That's a ridiculous wish!! Why would you want to wish for anything that dumb?!?
Because THAT's what I wrote on my Science Exam this morning!!

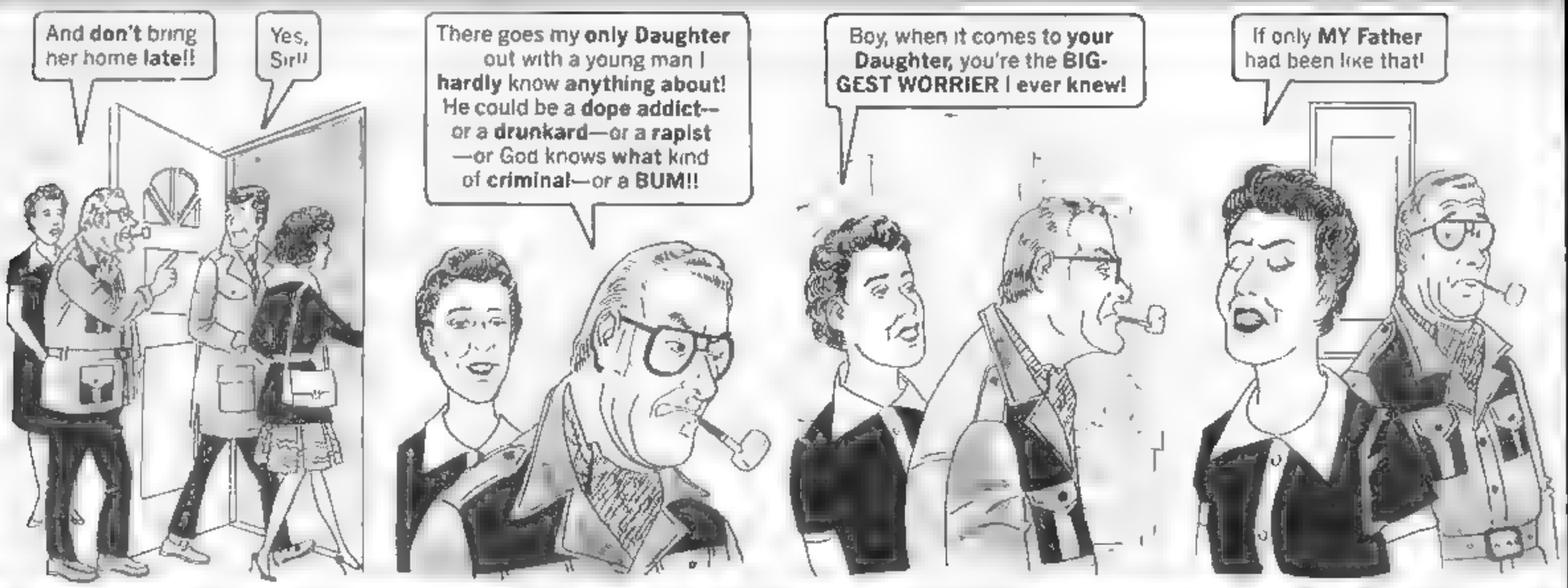
BODY MOVEMENTS



BORROWING

HIGHER EDUCATION

DOTING FATHERS


And don't bring her home late!!
Yes, Sir!!
There goes my only Daughter out with a young man I hardly know anything about! He could be a dope addict—or a drunkard—or a rapist—or God knows what kind of criminal—or a BUM!!
Boy, when it comes to your Daughter, you're the BIGGEST WORRIER I ever knew!
If only MY Father had been like that!

ABSENCES

SMOKING

—cough—
—cough—
Hey, Mister... don't you know that smoking is bad for the lungs?!
Yes, I'm aware of it!!
Then why do you smoke!?!
I don't inhale!!
BUT... I DO!!!

CHARACTER EVALUATION

That Rhoda Ruter is a petty, crude, cheap loudmouth...!!
Not only that... she's mean, self-ish, and a tramp!
Oh...I don't think she's THAT bad!
You don't KNOW HER as well as I do...!!
Oh, yeah? What makes YOU such an authority??
I'm her BEST FRIEND!!

GROWING UP

Hi, Dad! Can you help me with my homework tonight?
Sorry, Son... I've got to beg off this time! I didn't finish up something at the office...!
Tonight, I have to do some research, and then write a report so that I can hand it in to my Boss the first thing tomorrow morning!
Holy Cow!! I just realized something HORRIBLE!!
You never outgrow HOMEWORK!!

DRUG STORES

.....
I'm sorry! I don't understand you! But I think you've got LARYNGITIS! Here's a throat spray...! See if it helps...
SQUIRT!
Can you talk now?
Yes I think so!
Good! Now, what were you trying to tell me?
This is a STICK UP!!
David Berg

How can anyone **stand** to read the **"Airline Information Cards"** that are always in the seat pocket in front of them? The information is either **stupid,** or **useless!** Like what kind of **idiot** needs **twenty pictures** to explain how to buckle their **seat belt?**

Even **worse** are the **"Emergency Instructions"!** Like, what kind of **moron** is actually going to **believe** he can paddle across the **Atlantic** on a **seat cushion?!** And in **February,** no less! What we **really need** is **practical** information! Like how to get the **Airlines** to adopt the **suggestions** made in this **MAD article:**

USEFUL AND PRACTICAL INFLIGHT INFORMATION WE'D LIKE TO SEE

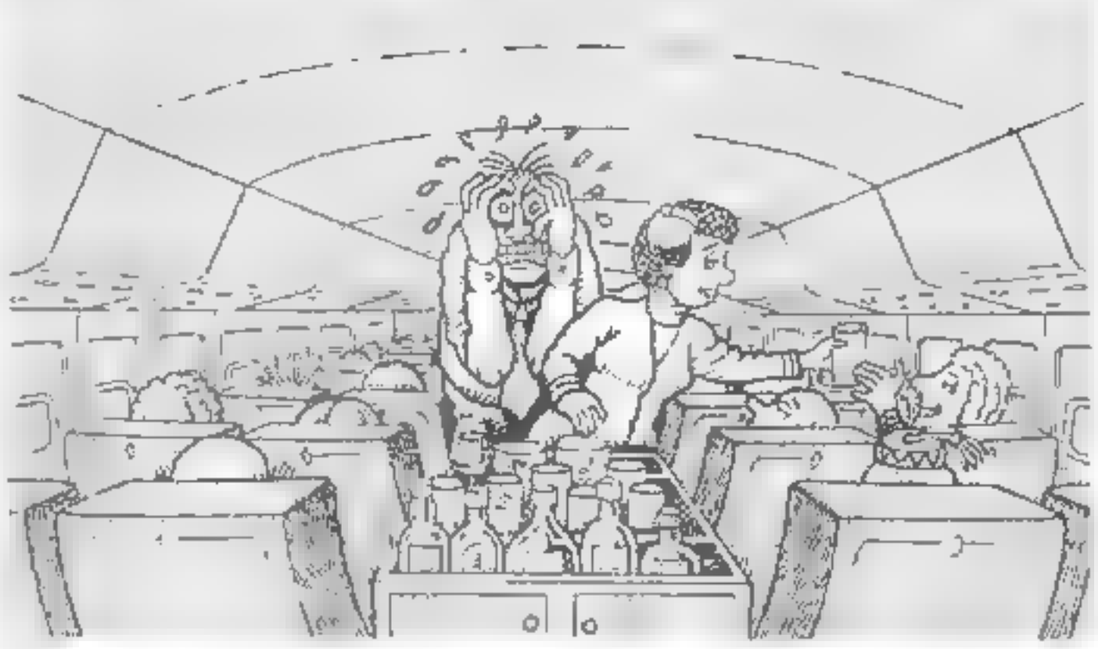
Chapter 11 Airlines

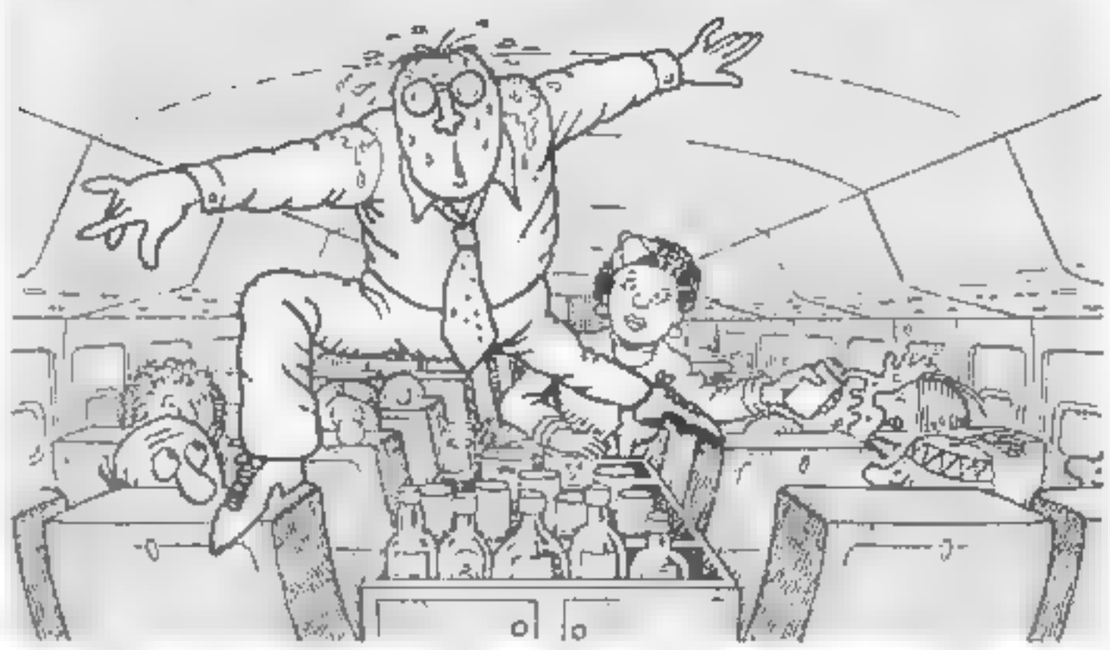
FATBELLY SUPERJET SERVICE

UN-KINKING YOUR NECK AFTER A THREE-HOUR MOVIE IN AN IMPOSSIBLE SEAT

WRITER AND ARTIST AL JAFFEE

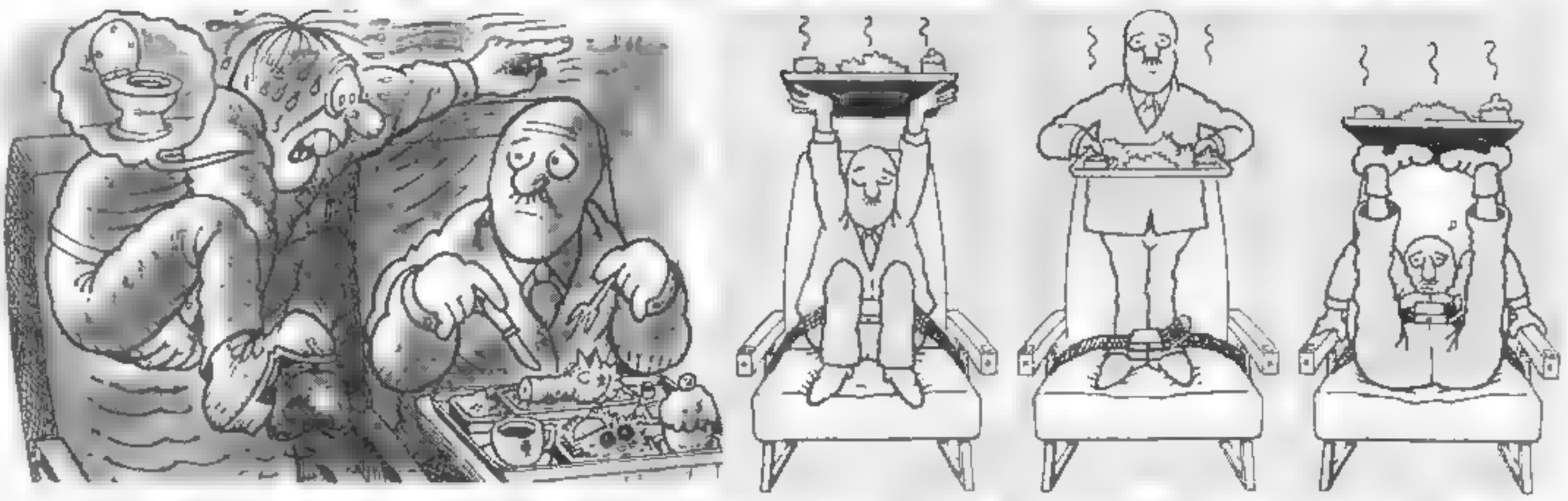
CIRCUMVENTING THE FOOD OR LIQUOR CART WHEN YOU ARE ON AN EMERGENCY TRIP TO THE TOILET





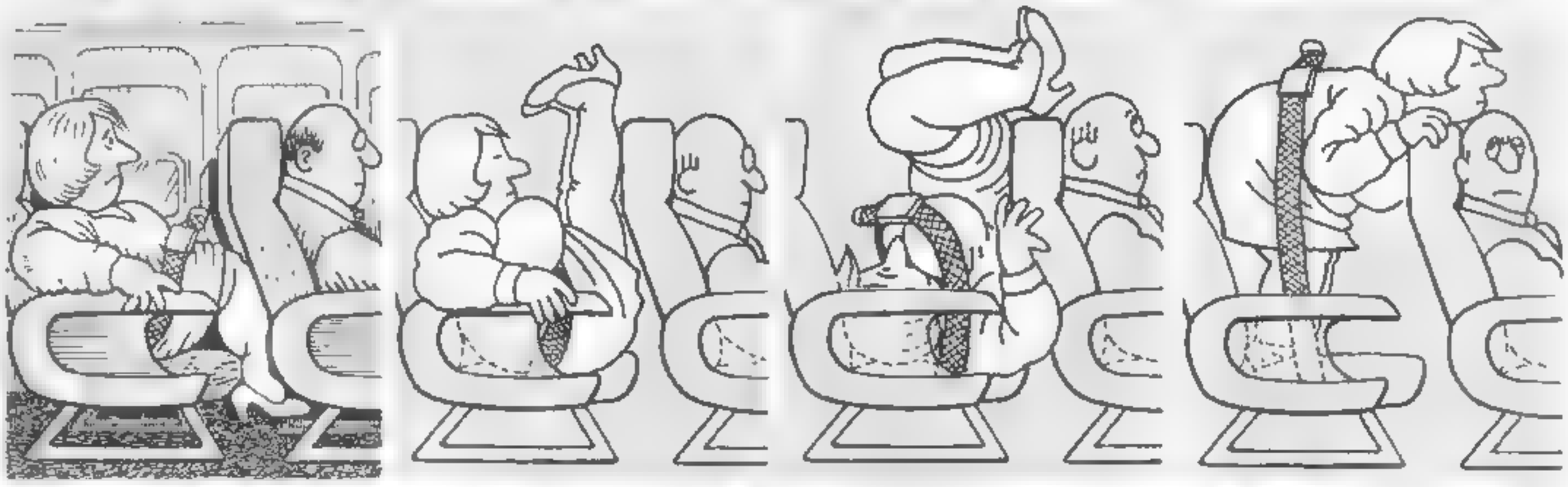
CONTROLLING BODILY FUNCTIONS WHEN COMMANDED TO RETURN TO SEAT JUST AS YOU ENTER TOILET

BALANCING YOUR FOOD TRAY WHEN YOUR NEIGHBOR HAS TO MAKE A HASTY EXIT TO USE THE TOILET



PROPER SIDE BENDS (WHILE WEARING SEAT BELTS) WHEN FELLOW PASSENGER IS USING A BARF BAG

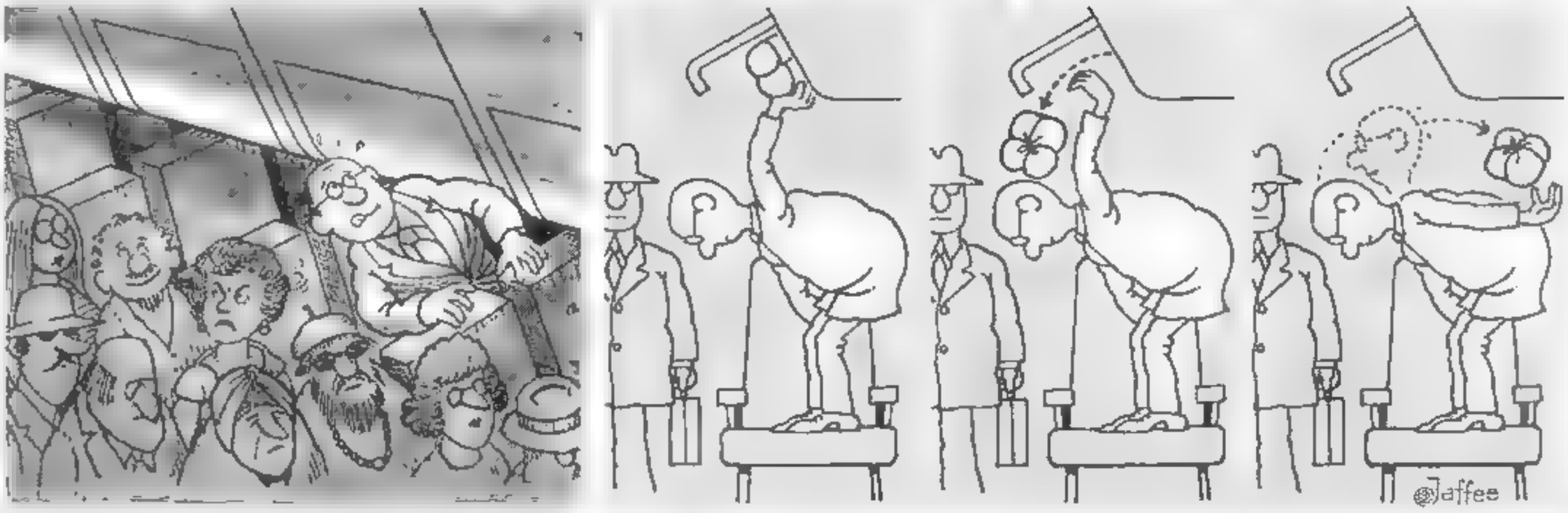
LEG MANEUVERS AND EXERCISES TO RESTORE CIRCULATION WHEN JAMMED IN TIGHTLY-PACKED SEATS



WATCHING THE MOVIE WITHOUT BEING BLINDED WHEN UNCOOPERATIVE PASSENGER WON'T PULL SHADE

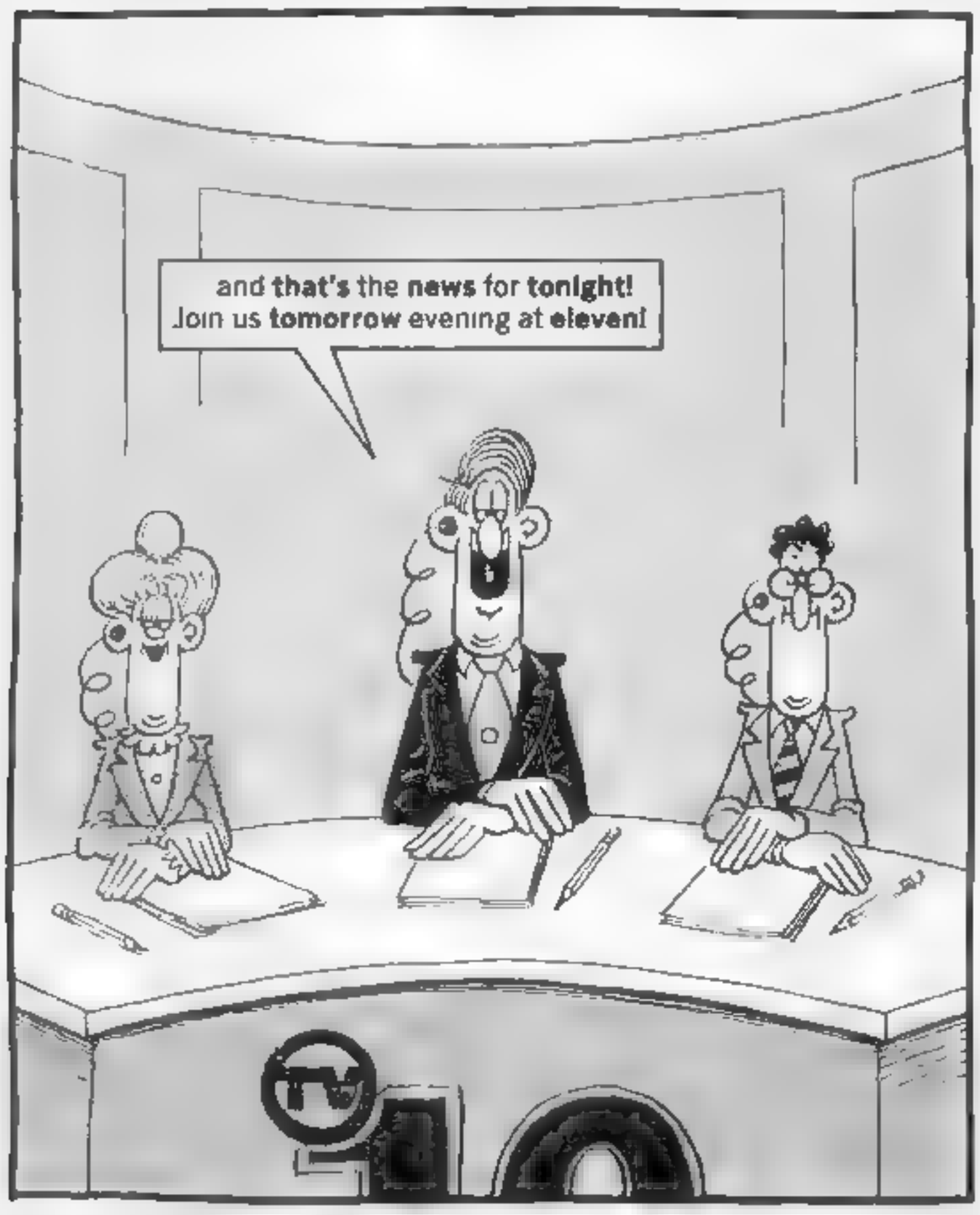
AVOIDING THE SMOKE WHEN YOUR "NO SMOKING" SEAT IS DIRECTLY BEHIND THE "SMOKING" SECTION

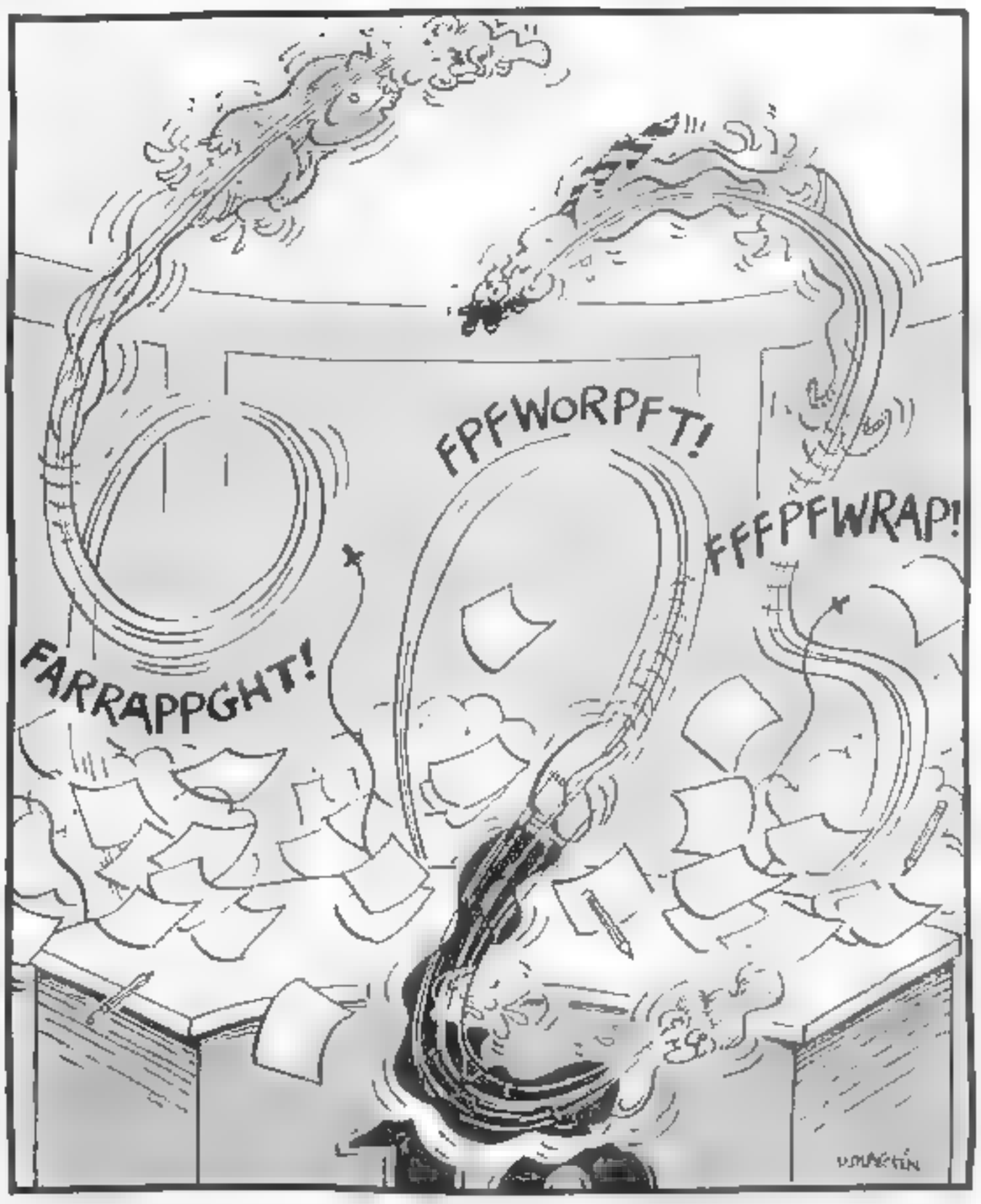
RETRIEVING ITEMS FROM OVERHEAD STORAGE COMPARTMENT WHEN AISLE IS JAMMED AFTER LANDING



DON MARTIN DEPT. PART II

ONE FINE DAY AT A TELEVISION STATION





JUSTICE ONCE DEPT.

If you've ever seen a "Wanted" poster in any post office, you know that they depict a motley collection of bank robbers, counterfeiters, mail fraud artists and other Federal fugitives. Now, MAD concedes that it would be nice to get these creeps out of circulation, but we can't see how it would have much effect on our own personal lives. That's because the louts who wreak havoc on us average persons aren't on any law enforcement agency "Wanted" list—yet! MAD would lay the heavy hand of justice where it's most needed, by filling our public buildings' bulletin board with these

WANTED POSTERS

FOR THE REAL CRIMINALS WHO THREATEN OUR LIVES

WRITER: TOM KOCH

WANTED

FOR PREMEDITATED SALE OF UNASSEMBLED ITEMS

Ikiza Arruss

DESCRIPTION

AGE: 39.50, marked down from 45.98

HEIGHT: 5'2", when crouched to spring at young customers

WEIGHT: 145, but getting fatter at our expense

DISTINGUISHING FEATURES: Italian shoes, Swiss account

VIOLATION

Subject is known to display toys and household items that have been assembled by professional mechanics, while at the same time, failing to tell customers of his discount stores that their purchase of the same items will result in their acquiring nothing but a boxful of loose parts, nuts and bolts. In addition, Arruss has never publicly stated that (1) all assembly instructions are printed in Taiwan by people who don't understand English, and (2) several pieces are missing from each box, making an attempt to understand the instructions useless anyway.

WANTED

FOR FIRST-DEGREE CHECK-OUT COUNTER BLOCKAGE

Kimberly (Cuddles) Egotrip

DESCRIPTION

AGE: 23, physically; 8 mentally

HEIGHT: She calls it petite, but we call it short

WEIGHT: Ideal, in her humble opinion

DISTINGUISHING FEATURES: A 38" bust and a 38 I.Q.

VIOLATION

This fiend has been spotted in supermarkets across the U.S., blocking Express Lanes as she leisurely writes checks for grocery purchases that never total more then three dollars. Egotrip compounds this heinous crime by; (1) thoughtlessly failing to begin the long search for her checkbook until all items have been totaled; (2) invariably needing to borrow a pen once said checkbook is located; (3) producing 3 identifications that list 3 different home addresses, none of which are current and (4) refusing to move along until a box boy can be found to carry her 2 lb. purchase to her car

WANTED

FOR MAJOR LEAGUE DAWDLING

Lupis (Lefty Lupie) Phipps

DESCRIPTION

AGE: Still only 26 because he's slow at aging too

HEIGHT: The size of a small elm, but less agile

WEIGHT: Poorly distributed, due to lack of exercise

DISTINGUISHING FEATURES: He pitches lefty and bats lousy

VIOLATION

During six mediocre seasons with the Seattle Mariners (and even worse teams), Phipps has developed a maddening between-pitches routine that involves taking off his cap, watching a plane fly over, squinting at the catcher, putting his cap back on, asking for a new ball, rubbing the finish off it, studying the trademark on his glove and, on occasion, reading every bedsheet sign in the grandstand. This has caused each game in which he appeared to last at least four hours, keeping thousands of fans up until after midnight or more

WANTED

FOR AUTHORSHIP OF THE "SIMPLIFIED" 1040 TAX FORM

C.P.A. Aldershot, C.P.A.

DESCRIPTION

AGE: 40-to-50 year bracket

GROSS HEIGHT .....5'10"
Less thickness of Odor Eater Shoe Inserts.....1½"
NET HEIGHT.....5'8½"

WEIGHT: 147, after allowable clothing deduction

DISTINGUISHING FEATURES: Has always been seen wearing steel rimmed glasses, with a personality to match

VIOLATION

Aldershot was recently awarded the IRS Medal of Devious Entrapment for his work in composing the following segment of the new "simplified" 1040 Long Form:

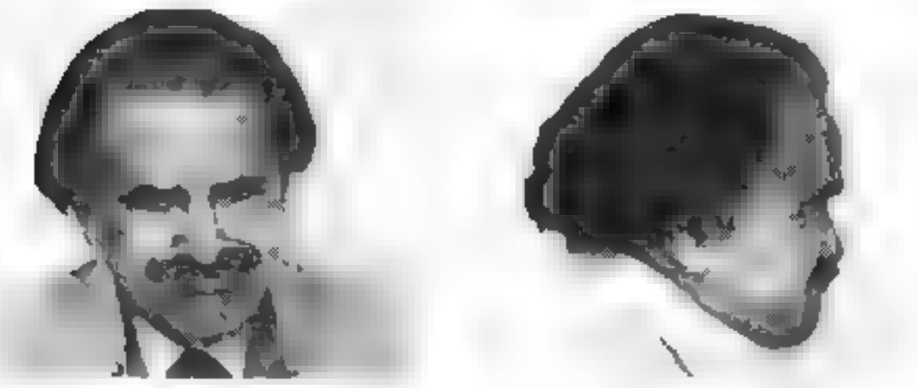
38. If Line 36 is larger than Line 37, add 9% of Medical Expenses shown on Line 19, and enter the lesser amount here .....____
39. If line 38 is Zero, subtract Line 36 from Line 36 and multiply by the remainder .....____
40. Add $8,000 to line 39. This is your tax .....____

WARNING. Aldershot is believed to be armed with at least six blue ball point pens, and is not afraid to use them.

WANTED

FOR TOTALLY UNOPENABLE FOOD PACKAGING

Dr. Wolfgang Frankincense



DESCRIPTION

AGE: Past 40, and neurotic about it

HEIGHT: Only 5'3" and paranoid about it

WEIGHT: Over, and hysterical about it

DISTINGUISHING FEATURES: Often appears to be neurotic, paranoid and over-hysterical

VIOLATION

Frankincense terminated his experiments to turn beautiful girls into frogs in 1968, and entered the more diabolical field of food packaging. By placing a sealed plastic bag inside a tough corrugated box, which is then bundled into foil paper and hermetically sealed, Frankincense had kept customers from getting parcels open (only to discover that there are no less than nine broken cookies inside) for years. His equally evil accounting system has prevented the public from learning that cookies now cost $1.39 primarily because the package they come in costs $1.15 to produce.

WANTED

FOR GRODY CLASS SCHEDULING

(Miss) Fern Overbyte

DESCRIPTION

AGE: 46 (but might not live to see 47)

HEIGHT: 5'2" (but appears to be shrinking)

WEIGHT: 96 lbs. (but appears to be withering)

DISTINGUISHING FEATURES: Hairdo like Little Orphan Annie; wardrobe more like Olive Oyl

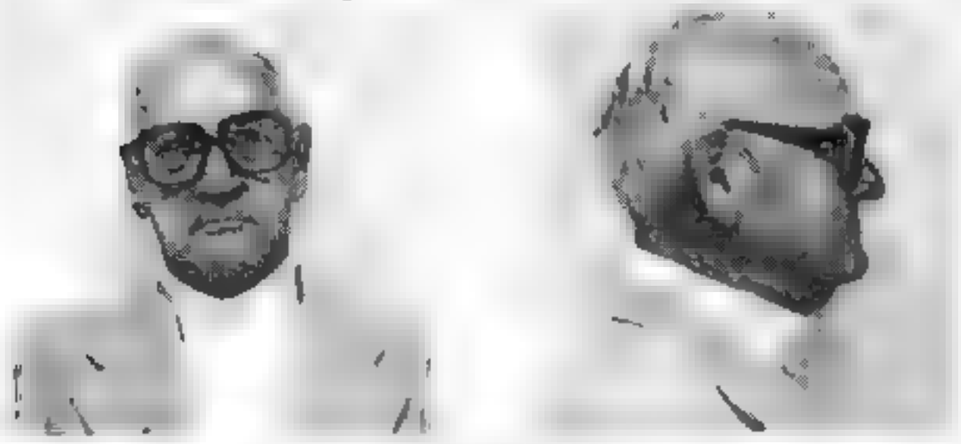
VIOLATION

Miss Overbyte is the creature who first discovered that semester class schedules for high school students could be made even more illogical and inconvenient if the planning were done by computer, thus eliminating all traces of human compassion. Using Miss Overbyte's softwear, high schools across the country now assign countless students to an 8 A.M. History Class, followed by three Study Halls and two Lunch Periods, rounding out the 11-hour day with Algebra IV, Spanish, Algebra III, Phys. Ed. and Algebra I.

WANTED

FOR PERPETUATION OF WAITING ROOM WAITING

Malcolm (Mal) Practiss, M.D.



DESCRIPTION

AGE: 78, but can't be forced to retire

HEIGHT: 4'2", when seated at his desk looking pompous

WEIGHT: 165, including flaunted stethoscope

DISTINGUISHING FEATURES: Has the hands of a surgeon and the bank account of a mobster

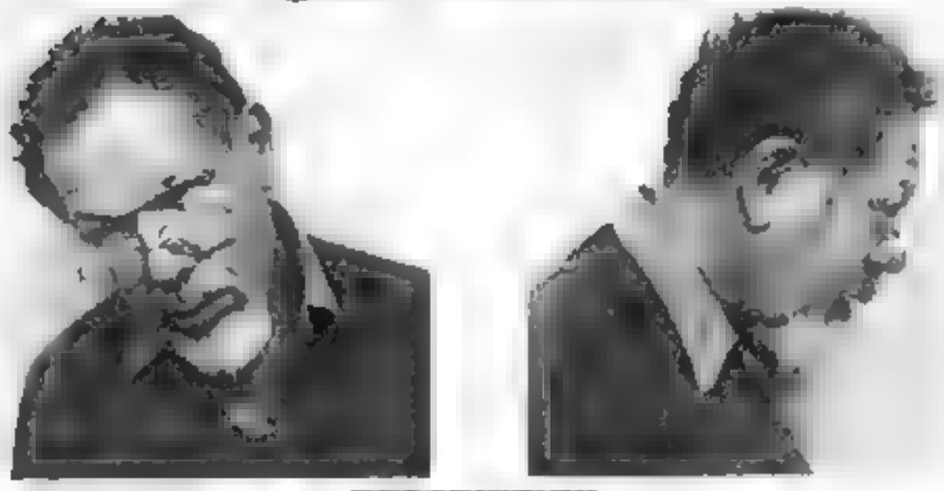
VIOLATION

Heading the American Physicians Association committee that arranges to keep medical school admissions at a low level, thus perpetuating a national shortage of doctors, Practiss aims for a permanent ratio of 1 physician for every 2000 sick people. He finds this satisfactory for forcing each patient to sit in a doctor's waiting room for two hours, after already having waited two weeks for an appointment. (These periods are extended 50% in the case of specialists who charge 75% more to treat patients who are 10% sicker.)

WANTED

FOR OVERUSE OF LITTERABLE WRAPPINGS

Egbert McNuthin



DESCRIPTION

AGE: Still 49, despite inflation

HEIGHT: Originally 6'4" before shrinkage left him about 5'5"

WEIGHT: 190, which is approximately equal to 3,250 of his patties

DISTINGUISHING FEATURES: Has fresh smile, but stale buns

VIOLATION

McNuthin is accused of the major responsibility for littering America by creating a successful fast food chain that wraps each tiny hamburger in five sheets of paper, then stuffs it into a cardboard box, which is then stuffed into a sack along with four paper napkins, a plastic spoon and six foil packets of watery ketchup and weak mustard. All of this excess trash is ultimately scattered on lawns by thoughtless customers, thereby burying the entire U.S. in McNuthin's waste paper to an average depth of 6 inches.

WANTED

FOR DISGUSTING PUBLIC STICKAGE

Stan Fopps, Sr.

DESCRIPTION

AGE: 51 but tells women he's only 38

HEIGHT: 5'7" but custom shoes make him look 5'9"

WEIGHT: 176, but tells his doctor he's only 160

DISTINGUISHING FEATURES: Has a very long nose and an even longer Mercedes

VIOLATION

As President of Fopps Bubble Gum Corp., Stan has resisted all suggestions that he replace the rubbery glue in his product with harmless strawberry-flavored paraffin. As a result, the spitting out of Fopps' bubble gum wads causes 85,000 ruined theater seats, 380,000 icky shoe soles and 125,000 cases of matted human hair annually. With his only defense being that a safer product would cost as much as $700 of his $85-million yearly profits, Fopps faces a ten year term of being hung by his heels with his own gum.

WANTED

FOR GRAND THEFT, VIDEO TIME

Creighton (The Cretin) Nurge

DESCRIPTION

AGE: 13, going on 6 **HEIGHT:** 5'2" **WEIGHT:** 210

DISTINGUISHING FEATURES: Wears a 54-inch belt

VIOLATION

As chief program selector in a household that is one of the 1,200 Neilsen Rating families, Nurge played a significant role in keeping "Dukes Of Hazzard" and "That's Incredible" on the air, while depriving a whole nation of the better shows he neglected to watch, like "Paper Chase" and "Fame." Authorities charge that this brainless oaf has addled the minds of 26 million Americans with his influential but utterly sickening taste in entertainment.

DAWN'S EARLY FRIGHTS DEPT.

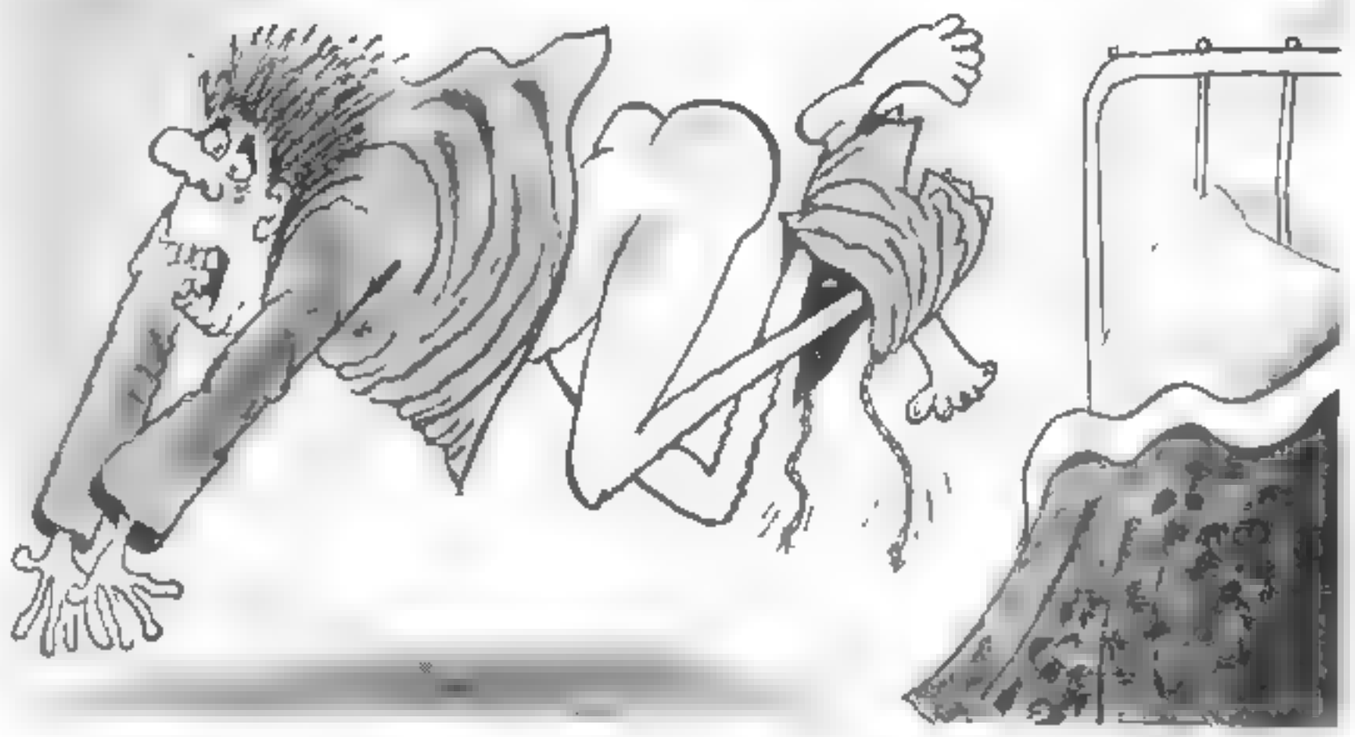
THE MYS
OF THE M

The Mystery Of
The Sudden Hot-To-Cold-Switching Shower

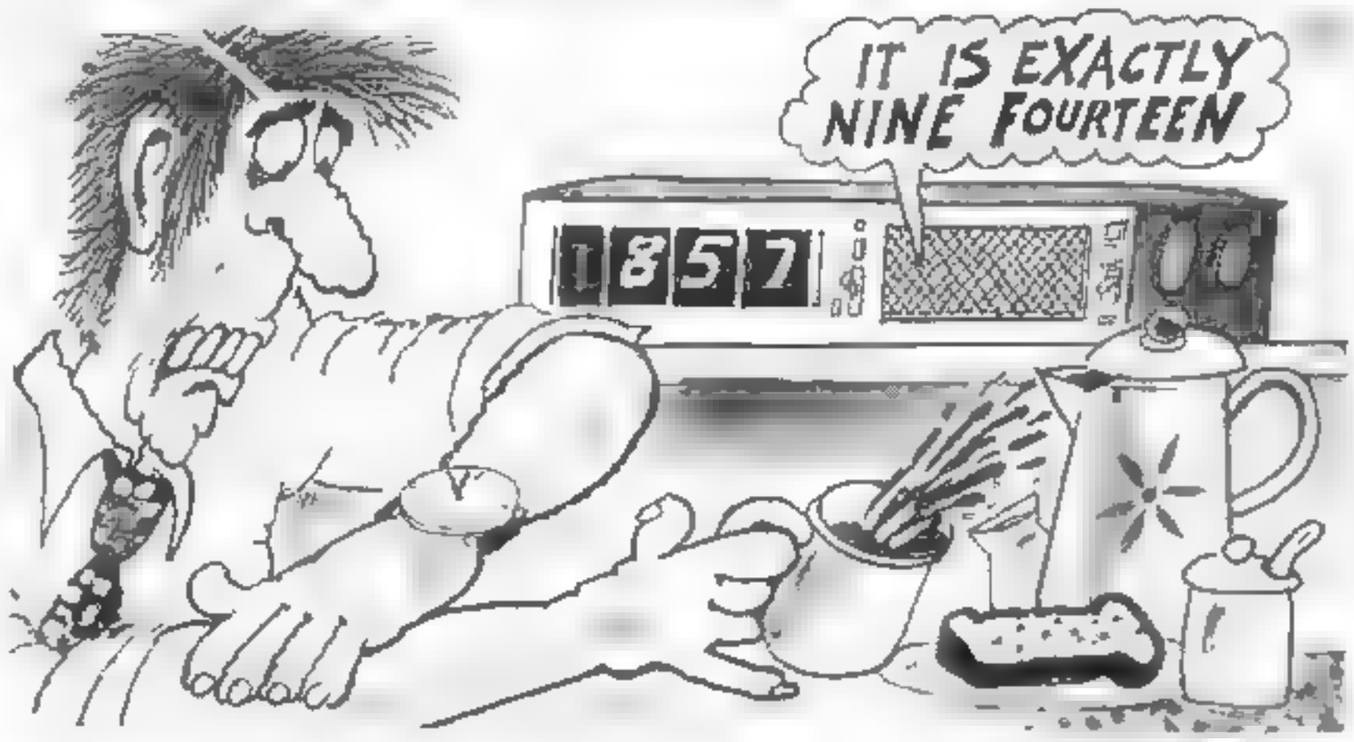
The Mystery Of
The Soap-In-The-Eye Vanishing Towel

The Mystery Of
The Pasteless Toothbrush

The Mystery Of The Loose Pajama Bottoms



The Mystery Of The Incorrect Timepieces



The Mystery Of The Forgotten Toast

STERIES IORNING

WRITER AND ARTIST· PAUL PETER PORGES

The Mystery Of The Disappearing Butter Patty

The Mystery Of The Missing Sports Page

The Mystery Of The Roaming Eyelash

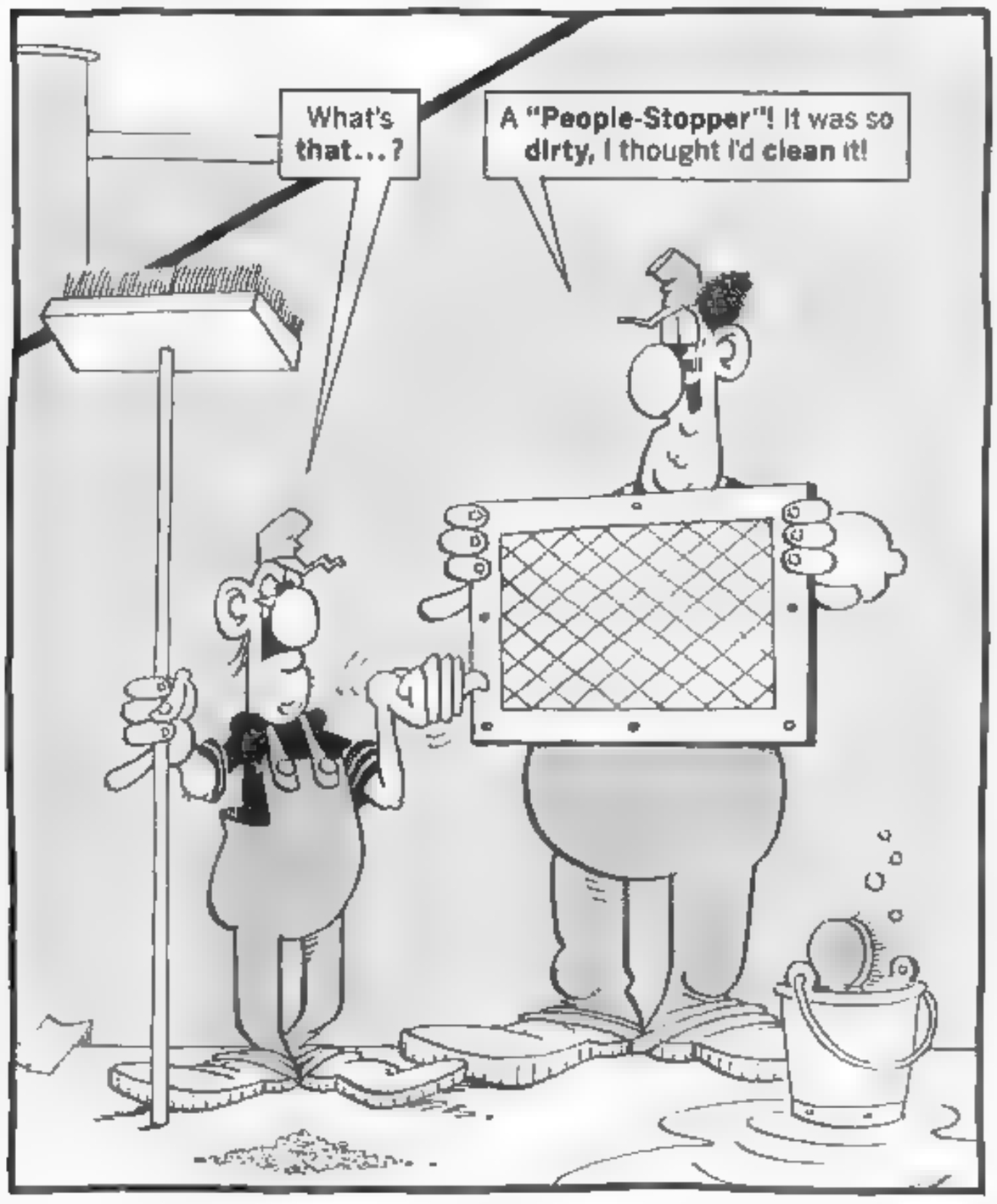
The Mystery Of The Self-Slamming Front Door

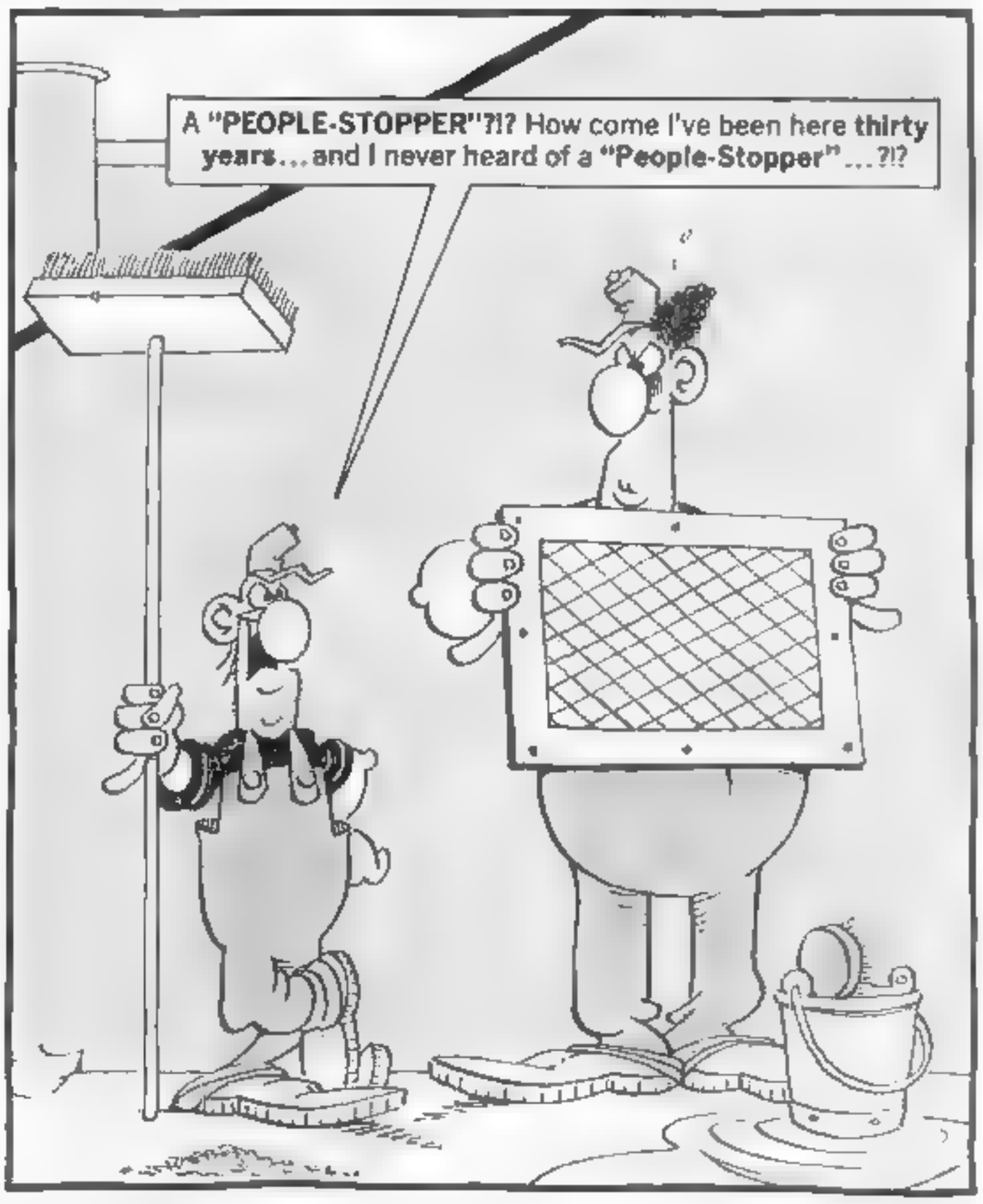
The Mystery Of The Extra Shirt Button

The Mystery Of The Bad Weather Phantom Buses

DON MARTIN DEPT. PART III

ONE FINE DAY IN A DEPARTMENT STORE





SCHLOCK AROUND THE DOCK DEPT.

Did you ever wonder how the geniuses in charge of TV Programming manage to come up with stuff that's just like the garbage that's already on? Well, they use a not-so-secret formula. It's called "stealing"! F'rinstance, there's a popular new PI series that features a "Magnum" clone complete with moustache, gorgeous gals and an old Army buddy who flies a chopper. And from "Simon and Simon," this series borrowed the idea of partners living on a boat. Then, they added a cute robot ("Star Wars"), threw in a computer whiz ("War Games"), and came up with something that MAD calls:

RIP-OFF-TIDE

ARTIST: ANGELO TORRES WRITER: LOU SILVERSTONE

This **Biofeedback Mood Ring** Wurray invented is **cool!** It turns **red** when you **lie, orange** when you tell the **truth, yellow** when you're **happy...**
Mine turned **blue!** What's **THAT** mean??
It means either **horny** —or **frustrated** —or in **your** case— **both!!**
Hey, guys! **Look!** I just accessed the **Kremlin's Defense Computer!** If I can **interface it** with the **Pentagon's** Computer, I can start **World War III...!**
Not tonight! We're going to a **party!!**
We're going to a **party? Neat!! I NEED** a new **cookie jar** and a **fruit box...**
It's **not** a **Tupperware** party! We're seeing **Cindy** and **Bambi!**
You're **kidding!? They're** my two **favorite** Disney characters, **Cinderella** and **Bambi!**
And **you're MY** favorite Disney character, **DUMBO!** Cindy and Bambi are **BIMBOS...!!**
"BIMBOS"?? I missed that one!
Wurray punch our **ladies** into the **computer** and **see** how we're gonna **make out!**
The computer says, **"No way!" "Zilch!" "Forget about it!" "Strike out!"**
Some times, I think that **technology** is taking all the **FUN** out of life!
BIMBO SCORECARD
HIGH TIDE
RIP·OFF·TIDE
QUEEN HARBOR
LOW TIDE
EBB TIDE
DAS BOAT
RIPPED Tide
DAS BUTT
DAS BOAT

Bloz, can't you **fix** Robloz so he pours the **beer** into the **GLASS?** Even **Rodney Dangerfield** doesn't have **this** problem!

I'll adjust him later! And **thanks,** Toady, for giving me the keys to the **'Vette!**

You gave him the **keys** to **my car?!** Did you ever see him **DRIVE??**

Not to worry! The **Robot'll** be behind the wheel!

I hope he **drives** better than he **pours!**

Hey, **Bloz,** is **Robloz** a **good driver?**

Of course! I **pro-grammed** him **myself!**

You mean he **drives** like **YOU** do ?

No, like the **best** in the **business...**

THE DUKES OF HAZZARD!!

VROOOOOOM!

Gee, we must be **EARLY!** There aren't any other **cars** here yet!!

You **idiot!!** Get that thing **out** of here!! **This** isn't a **DRIVE-IN movie!**

Excuse me! I usually **don't speak** to strange-looking **weirdos,** but I'm **desperate!**

He's **NOT** a strange looking **weirdo,** Miss!! He's a **ROBOT!!**

I know that!

I was **talk-ing** to **YOU!**

Somebody is trying to **KILL** me!!

Oh...? And what makes you **think** that this **somebody** is trying to **KILL** you...??

Well... my **car** was **bombed,** my **Trick-or-Treat candy** was **poisoned,** my **house** was **burned down,** my **toilet seat** was **booby trapped...**

Hey...!! Where's everybody **GOING?**

You kidding? That girl is **terminal!**

Here...!! Put this **ring** on, Miss !!

No, it's not **that** kind of **ring!** It's sort of a **LIE DETECTOR!** And it's turning **orange—** which means you're telling the **truth!!**

Yeah! I was **hoping** it turned **BLUE!** We computer geniuses have **normal urges** —just like **everyone else!**

Hey, I'm not **THAT** desperate!

You seem **disappointed!**

Man, I've heard of **violence** in **movies,** but **this** is **ridiculous!**

BLAM! BLAM! BLAM!

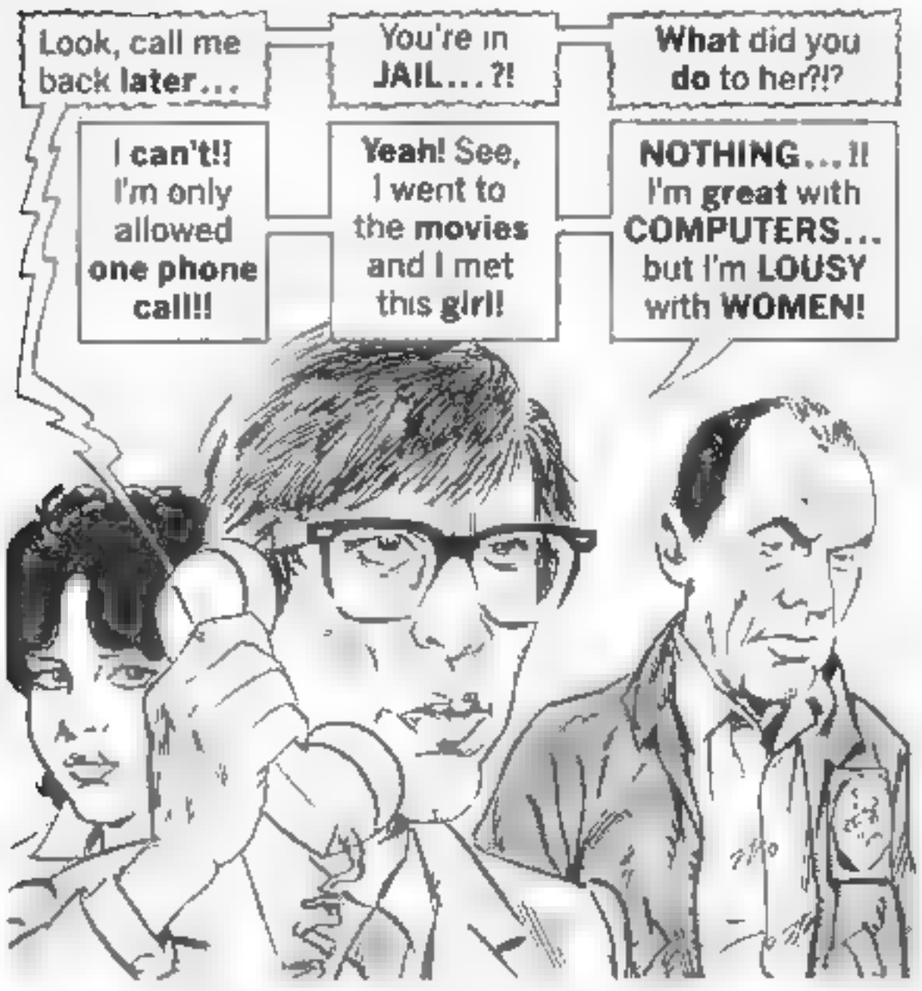
Okay, Creep! You're **under arrest...!!**

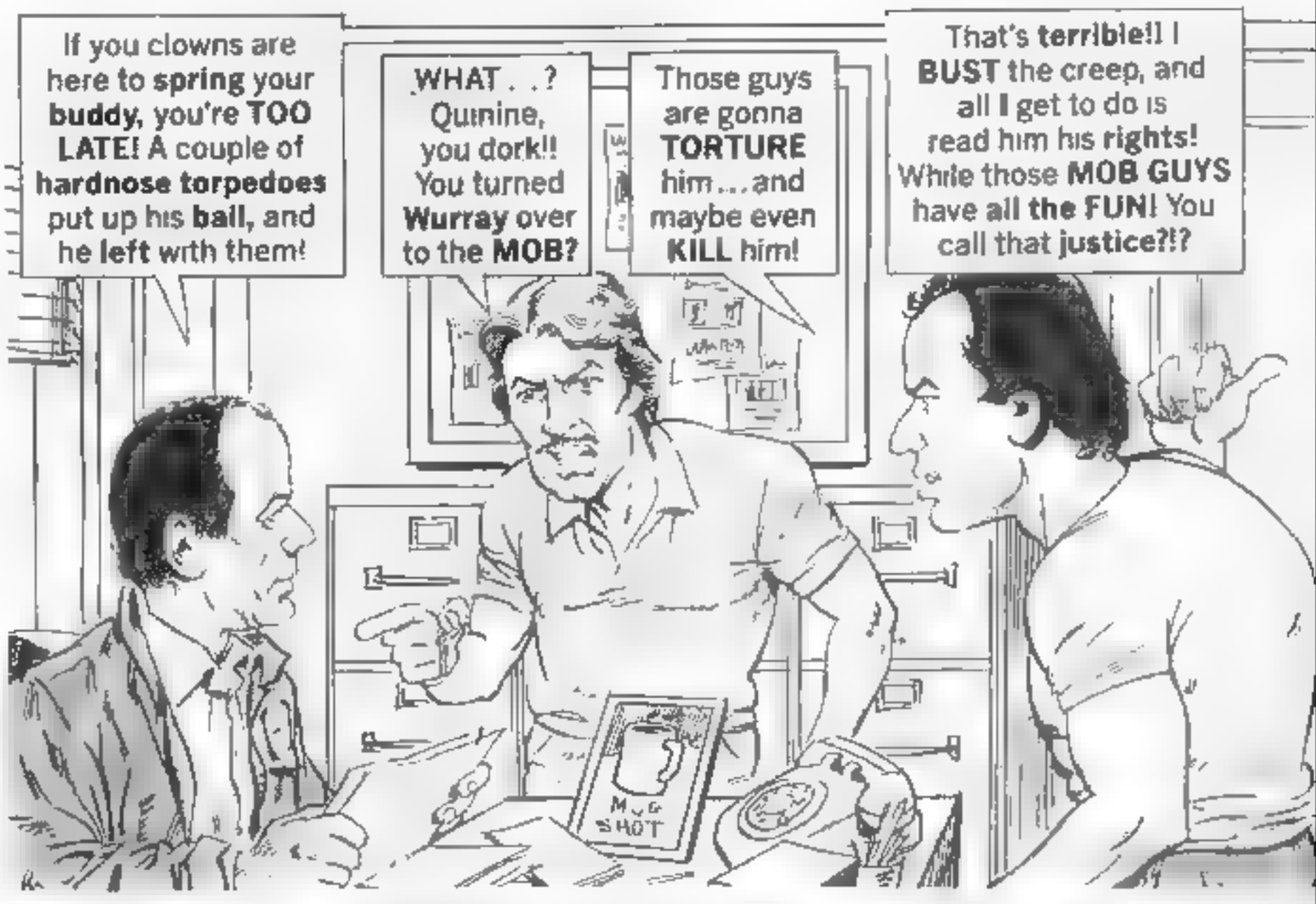
But **somebody SHOT** at us!!

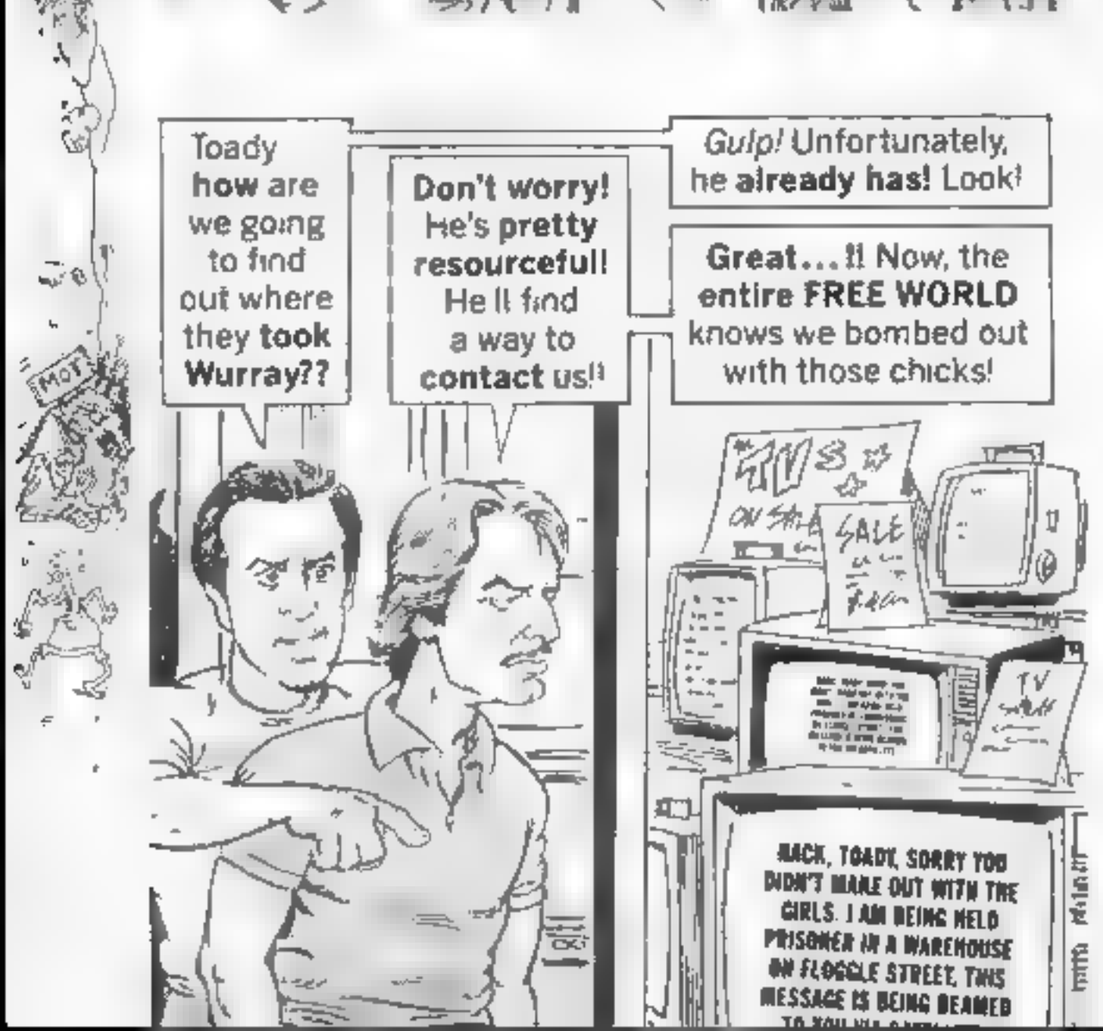
I'm **not surprised!** Do you know what it's **LIKE** to sit **behind** somebody who **TALKS** through the whole movie?!?

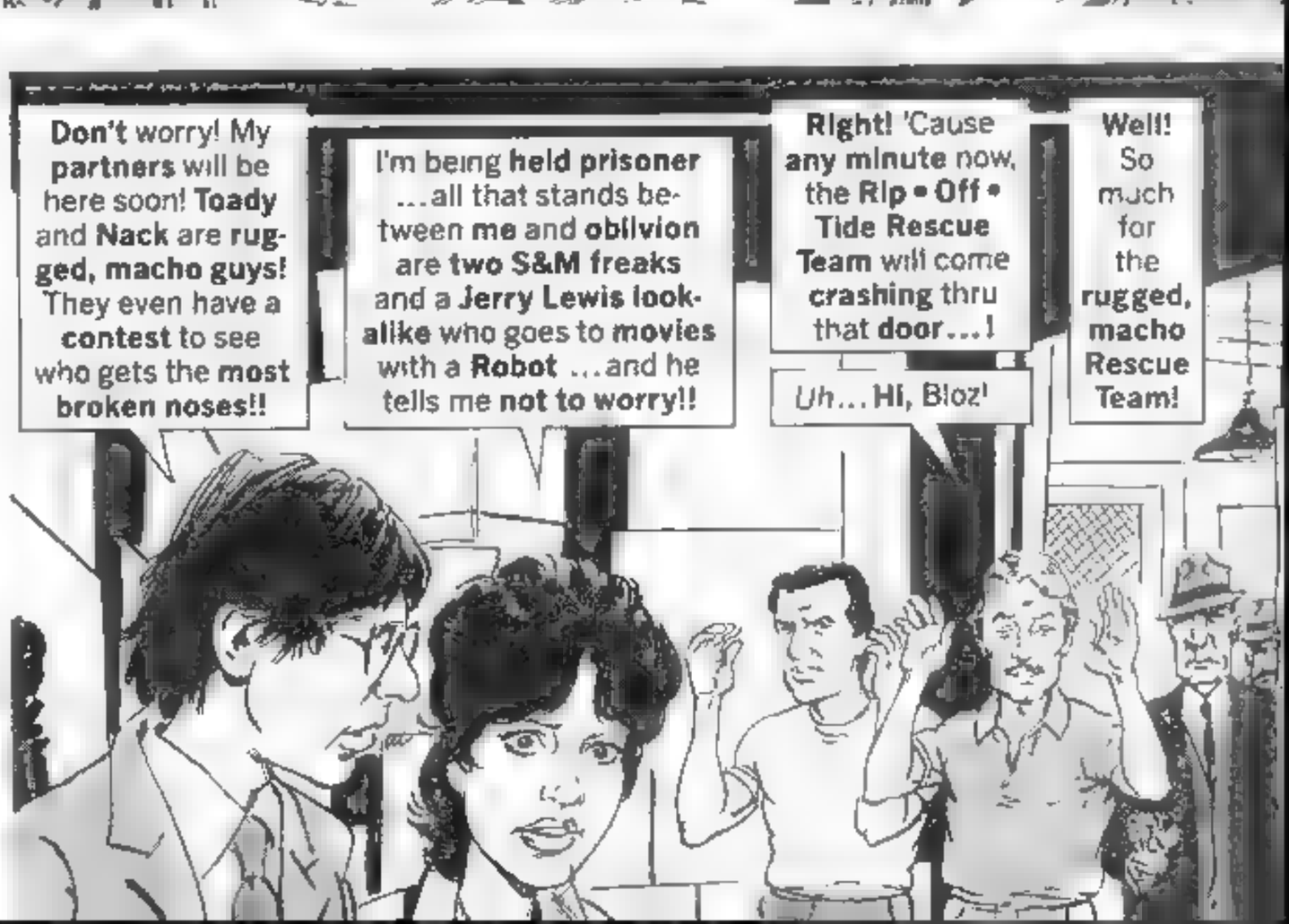
What's the charge?!?
I'm busting you for the disgusting crime of littering a theater!
Way to go, Officer!!
It's about time somebody did something about those slobs!!
Yeah! A person can't even go to a movie any more without having his shoes stick to the floor!!
What are YOU complaining about! I'm not WEARING shoes!

Today, it's Murray! I stumbled into this real boss case! Our client is a beautiful girl who's in big trouble and broke! It's a case that was made for us!!
Yeah, for US, or Magnum, or Simon & Simon, or Mike Hammer! Look, I can't talk now! I'm —er—busy!
Here's a hint! My MOOD RING is about to explode!!
Doing what???
WELCOME ABOARD


Look, call me back later...
You're in JAIL...?!
What did you do to her?!?
I can't!! I'm only allowed one phone call!!
Yeah! See, I went to the movies and I met this girl!
NOTHING...!! I'm great with COMPUTERS... but I'm LOUSY with WOMEN!


If you clowns are here to spring your buddy, you're TOO LATE! A couple of hardnose torpedoes put up his bail, and he left with them!
WHAT . . ? Quinine, you dork!! You turned Murray over to the MOB?
Those guys are gonna TORTURE him... and maybe even KILL him!
That's terrible!! I BUST the creep, and all I get to do is read him his rights! While those MOB GUYS have all the FUN! You call that justice?!?
MUG SHOT


Toady how are we going to find out where they took Murray??
Don't worry! He's pretty resourceful! He'll find a way to contact us!!
Gulp! Unfortunately, he already has! Look!
Great...!! Now, the entire FREE WORLD knows we bombed out with those chicks!
MUG SHOT
SALE
TV
HACK, TOADY, SORRY YOU DIDN'T MAKE OUT WITH THE GIRLS. I AM BEING HELD PRISONER IN A WAREHOUSE ON FLOGGLE STREET. THIS MESSAGE IS BEING BEAMED


Don't worry! My partners will be here soon! Toady and Nack are rugged, macho guys! They even have a contest to see who gets the most broken noses!!
I'm being held prisoner ...all that stands between me and oblivion are two S&M freaks and a Jerry Lewis look-alike who goes to movies with a Robot ...and he tells me not to worry!!
Right! 'Cause any minute now, the Rip • Off • Tide Rescue Team will come crashing thru that door...!
Uh... Hi, Bloz!
Well! So much for the rugged, macho Rescue Team!

Look at all this **electronic stuff!** Bloz, you think you could **rig up something** to get us **out** of here— before they come back and **waste us?**

No... but I'm sure I could build a **Donkey Kong game** to help pass the **time**...while we're **WAITING** to be killed!

If we had some **rope,** we could get out through that **sky-light...!**

Or at least play an exciting game of **"Cat's Cradle"!**

DELIVER TO CRAZY EDDIE

Isn't this **neat?** You wished we had some **rope**...and they came back and **tied us up!** Look at all the **rope** we have **now!**

Now, if we only had a **Boy Scout** to **untie** these **knots!**

If I can just work my **mini-computer,** I could **program Robloz** ..and ...**THERE!** Now Robloz can do **anything** that a **BOY SCOUT** can do!!

ON MY HONOR I WILL DO MY BEST

You're **right...!** He's **rubbing two sticks** together!

Oh, **great!** Just what we **need...! Another fire...!**

What's he going to do **next...** help some **old lady** across the **street!**

He **did it!** Robloz **came through...!!**

Yeah! But I had to promise to buy a **dozen boxes** of **Girl Scout Cookies** before he **untied us!**

NOW the problem is. How can we get the **rope** up to the **skylight** so we can get to the **chopper!**

Simple! I'll just **reprogram Robloz!!**

Wurray you're an **absolute genius!**

Crystal, **why** would anyone want to **kill** you ?

I-I',m **not sure!** But **maybe** it's because I witnessed **a gangland-style "hit"!**

I'll **bet that's it!** Hitmen probably don't like people **watching them** while they **work!** I know...! I'm the **same way!**

Guys we re **in trouble!** There's a **chopper** on our tail. **firing** at us!

I've got an **idea!** I can program Robloz to **short out** their **electrical system. .!!**

It's **working,** Bloz! You **knocked out** the **bad guy's chopper!!**

Also **two Piper Cubs,** a **Russian Spy Plane,** and a **flock** of **swallows** returning to **Capistrano!!**

N698

How do we find out **who's** trying to **kill Crystal?**

I'll just punch the **number** of the **chopper** into the **FAA Computer!** It's owned by a **Don Giovanni!!**

Now, to find out about **Mr. G.**, we punch into the **IRS Computer...**

Hey **that's** strange! He **doesn't pay any TAXES!**

See if you can find out who his **Accountant** is!

IRS

MONDALE II

No taxes ..!? That means he's either an **oil** millionaire, a **politician,** or in the **Mafia!!**

I'll try the **Mafia** Computer!

Wow...!! Listen to **this!** Don Giovanni, alias **Scarface!** Occupation. **Godfather!** Activities **murder, prostitution, loan sharking, narcotics,** and **black marketing Cabbage Patch Dolls!**

Hobbies Likes to **maim... torture** and **dress up** in his **wife's clothes!**

—I can't believe it!

What?? You can't believe he's **involved** in all that stuff ?

No I can't believe that the **Mafia Computer** would **SQUEAL** on him!

Omerta

ASSEMBLED IN SICILY

Boy disguised as **Pool Cleaners** was a **REAL NEAT IDEA!!**

I'm **not** so **sure...!!**

It got us into **Don Giovanni's ESTATE,** didn't it?

Yeah, but did you see what his **pool** is **shaped** like?!? A **COFFIN!** with a **Jacuzzi headstone!** That's **unusual...** even for **Southern California!!**

POOL ARKS INC.

Congratulations, Mr Giovanni! Your name was selected by our computer for a **FREE POOL CLEANING!!** In order to demonstrate the **efficiency** of your **Rip-Off-Tide Automated Pool Cleaning Service,** we'll toss a few **disgusting things** into your **pool...** and our **amazing Robot** will **clean them out!**

Uh I'm afraid his **infra-red modular micro-chip** is **malfunctioning!**

Hey what's dat **double-talk** mean?

It means the **Robot isn't working!!**

Oh, **yeah? KILL DEM!!**

I want them **DEAD!!** Nobody t'rows **Cat doodoo** in **my pool!!**

They're **following** us just the way we **planned!**

You call this **"following"?!** I'd hate to see what you call **chasing"!**

They're **gaining** on us!!

Anybody got any **IDEAS??**

Why don't we make a **Citizens' Arrest?**

Wurray.. see what's in the **Emergency Box!**

Boy, there's some **real neat stuff!** A box of **chocolate chip cookies,** an **inflatable playmate Doll, a six-pack, a paddle,** but it's broken—

That figures!! Is that **all??**

Yeah! Except for this **metal case** marked **"INCREDIBLE COINCIDENCE TV PROBLEM SOLVERS..."**

And **look!** It's loaded with **hand grenades!**

TURHAN BAY

DICK D.

OUR BIGHT IS WORSE THAN OUR BARK

Hey let me **help** you! What do I **do...?**

You **pull** the **pin** ..and **throw it...**

Like **this?!?**

NO!! You **throw** the **GRENADE— not** the **PIN!!**

KABLOOM!

WE **got** 'em, guys! We **GOT 'EM!**

And **YOU** almost got **US!**

Nack . got on what's left of the **horn,** and tell **Lt. Quinine** we have a **present** for him . the **Giovanni mob!!**

He ll probably **bust us** for **polluting** the **water!**

THE DON IS NUMBER JUAN

DANGER LOAN SHARKS

There's **something drastically wrong!** Here we are, a couple of **macho guys,** right? so how come **we're** sitting **alone** with a **dumb Robot,** and **Wurray** is surrounded by a bunch of **gorgeous girls?!?**

He must be using some **sexy new cologne** or **deodorant!**

Wrong!! He **doesn't use ANY!!** Haven't you **NOTICED??**

TILT

Guys . you're my **buddies,** and I have to **tell** you something **Good looking hunks** like **you** are **obsolete!** Beach bums have gone the way of **dinosaurs!**

Exactly **what** is he **saying?**

He s saying **chicks** dig **computer freaks!**

MY BYTE IS WORSE THAN MY BITE

BIMBO BUSTER

But **don't** wor- ry! I'm going to **reprogram** you guys !!

Great! He's going to **teach us** to be **NERDS...!**

First . we have to **change** your **image...!!**

BILL BASS

Those **muscle shirts** have got to **go!!**

Put on these **jackets** with the **leather patches** on the sleeves! Good .

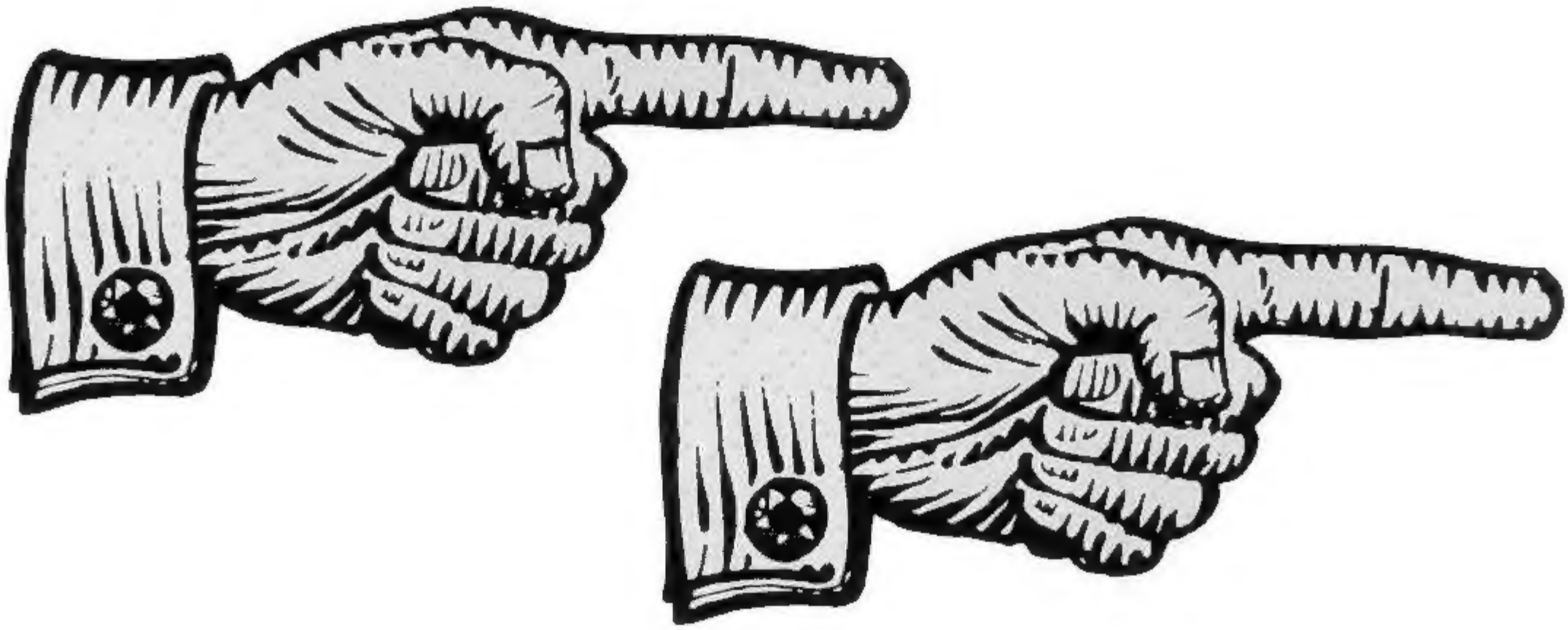
Now, the **horn-rimmed glasses** ..and next, we got rid of those **styled haircuts...!**

You guys look **great!** Next, we learn to talk **"computerese"!** Ready? Say, **"byte"— "data base"—"input" —"down loading"...**

And **Wurray,** don't forget **"NEAT"...**

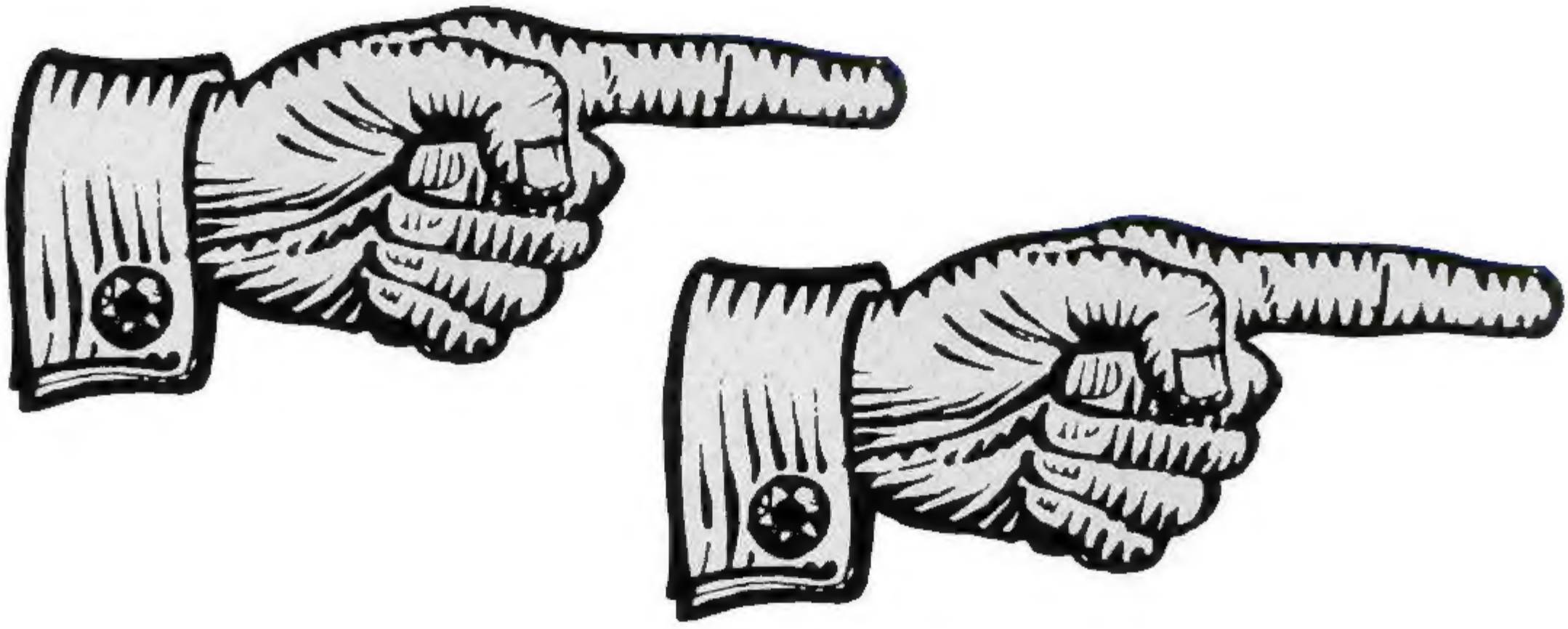
Right! "NEAT"!

NERD STAR



Nothing to see here!

Please skip ahead.



WHAT POWERFUL NON-NUCLEAR DEVICE IS THERE NO DEFENSE AGAINST?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Our brilliant scientists have managed to come up with a defense against every new offensive device that's been developed...except one! To find out what that powerful destructive weapon is, merely fold in page as shown in the diagram at the right.

FOLD PAGE OVER LIKE THIS!

A► FOLD THIS SECTION OVER LEFT ◄B FOLD BACK SO "A" MEETS "B"

BIZARRE DEVICES ARE BEING CREATED SO WE WON'T LAG BEHIND IN SECURITY. ALL IN ALL, THEY SPREAD GLOOM BOTH AT HOME AND ABROAD...AND NO ONE REALLY RELAXES

A► ◄B

ARTIST & WRITER:
AL JAFFEE

WHAT POWERFUL NON-NUCLEAR DEVICE IS THERE NO DEFENSE AGAINST?

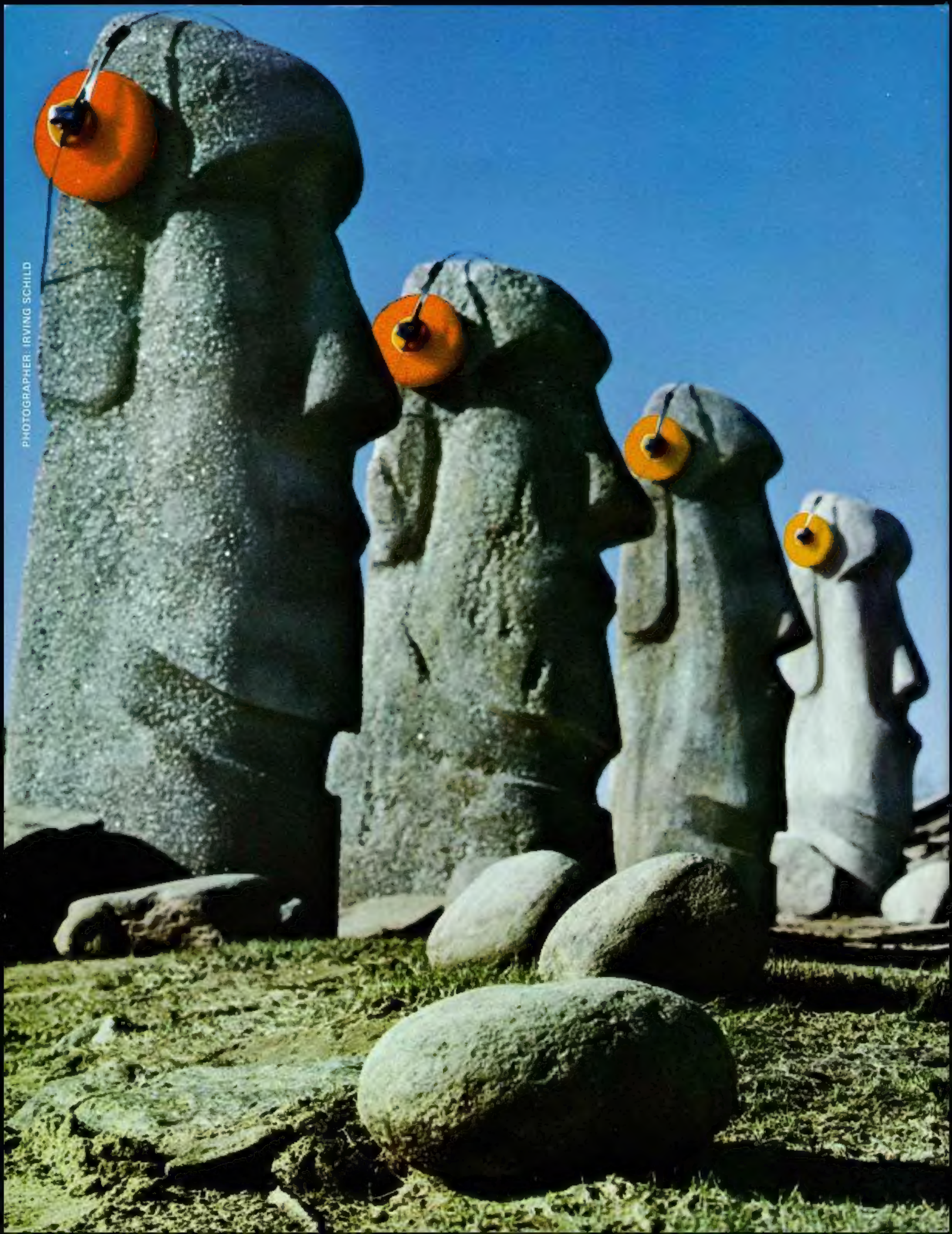
FOLD PAGE OVER LIKE THIS!

A►◄B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

BIG BOOM BOXES

A►◄B



PHOTOGRAPHER: IRVING SCHILD